

This Week:- *Inside Phases of Hoover's Triumph—Pioneer and Primate—Will the Middleman Survive?—Aviation a Growing Industry—The Anglican Prayer Book Controversy*

The FRONT PAGE

Mr. Hoover as Republican Champion

The Republican party in the United States is to be congratulated on having selected as its candidate for the Presidency the ablest man it has chosen for that honor since the days of Chief Justice Taft. From the standpoint of international eminence Herbert C. Hoover far outshone any other member of the Coolidge cabinet and any of his rivals for that honor. It is unnecessary to recite Mr. Hoover's long record for ability, honesty and efficiency which dates back to the days when he began life as a poor boy on the Pacific Coast. Certainly no man who has ever stood for public office in his own country was so well known to many parts of the British Empire as Mr. Hoover. The outstanding successes of his early career as a mining engineer were won in Australia. At the time he became a world figure in the latter days of 1914 as chairman of the United States Commission for Belgian Relief, he was a resident of London, highly esteemed by mining experts the world over, and had already been honored by the scientific organizations of many countries. As Food Administrator of the United States from 1917 to 1919 he was honest and fearless. The late President Harding's course in asking him to join his cabinet in 1921 as Secretary of Commerce was perhaps the wisest act in the career of a very weak and over-weighted public man. Five years ago when the iniquities of the oil scandal were first revealed to the world and the credit of the Republican party was at a very low ebb, depressed members of that party said, "But there is still Hoover!"—and there was also Coolidge, who though regarded as a mediocrity was known to be a man of spotless honesty. It was known in United States newspaper circles how deeply Mr. Hoover felt the humiliation of scandals involving members of a cabinet in which he held office. The relentless manner in which the Coolidge administration has since used its machinery to impeach the guilty, even when party friends were seriously involved has had admirable political effects.

With the supposed antipathy of the "agricultural bloc" to Mr. Hoover few persons acquainted with the issue involved will have much sympathy. There is evidence that the attempt to stage a demonstration against him from that quarter lacked the sympathy of intelligent farmers themselves. The measure twice vetoed by President Coolidge with the acquiescence of his cabinet reflected very little credit on Congress. The so-called equalization scheme with regard to wheat production defied the law of supply and demand and all sane principles of economics. It was this; that the Federal Government should fix a minimum price at which wheat should be sold, and if this price was higher than the world price normally fixed by the Liverpool market, the difference should be paid to the wheat grower out of the federal revenues. The farmer was to get the profits and the public to bear the losses, if any. This meant an application of the bonus system to agriculture in its most unfair aspects; and imposition on the people of the United States of a bastard method of nationalizing an industry, whereby the country would bear the costs and receive none of the benefits. As President Coolidge said in one of his messages, there was nothing to prevent the farming community from going in for wheat growing on an extravagant scale, (as it undoubtedly would have done), with the assurance that whatever the surplus created, the government would pay the bills. The Republican Platform Committee showed its wisdom in refusing to entertain such a wild proposition.

Less can be said in favor of the honesty of the strong enforcement plank with regard to prohibition. It was perhaps made more drastic than at first intended in order to placate the granger regions where prohibition sentiment is strong. But it further emphasizes this fact that the Eighteenth Amendment and the Volstead Act are organized hypocrisy. It would be interesting to know how much good liquor was consumed at Kansas City by the committee which drafted this plank, and how many hundreds of gallons by the convention which ratified it.

The boom for Mr. Hoover which marked the past few weeks must have surprised that gentleman, and was in direct defiance of the interests which have controlled Republican nominations for a good many years. Last autumn Mr. Hoover, though he had resolved to allow his name to go before the convention, did not expect nomination, because he had refused to make pledges to those able and willing under conditions to buy delegates for him and to spend money manipulating the primaries. But his friends threw down the gage of battle in the Ohio primaries which have in the past been run by a very sinister machine, and he revealed unexpected strength. The death of Senator Willis, the chosen candidate of elements opposed to Hoover undoubtedly helped his cause, but in the main the widespread revelation of the strength of public sentiment in his favor forced his enemies within the party to rally to his support or face the certainty of a Democratic triumph next November.

Defeat of Revised Prayer Book

On the 14th of June the revised Prayer Book was defeated, for the second time, in the British House of Commons. In asking for parliamentary assent to the book the Church of England, as Mr. Churchill, whose weighty speech in its favor seems to have been the best reasoned contribution to the two days' debate, well said, was asking Parliament for a wider interpretation of her freedom in spiritual matters. The wider interpretation, the House of Commons by a majority of forty-six, has seen fit to refuse, and it is obvious that a very grave situation has arisen in consequence of such refusal. For the Church of England, through its properly constituted channels of expression—the Convocations and the Church Assembly,



PORTRAIT OF A MAN

A work by the Venetian painter, Paris Bordone, one of the recent acquisitions of the Toronto Art Gallery. Bordone (1500-71) was a pupil of Titian and worked in many cities of Europe and was for a time court painter to Francis the First of France.

representative, as the latter body is, of bishops, clergy and laity alike—had approved the book by very large majorities. So that its rejection by the House of Commons is a denial of the considered will of the Church, as ascertained by the only means of expression open to her.

It is, of course, as an incident to the Church's establishment that the assent of Parliament to the book had to be asked. In the days when the Church and State were largely coterminous, it might not have been utterly unreasonable and illogical for Parliament to deal with theological issues. But in modern times when Parliament—and particularly the House of Commons—contains large numbers of persons belonging to other denominations, no tribunal less qualified for such a purpose can well be imagined. As might be expected, it was by the votes of non-Anglican members of the House of Commons that the book was turned down. For a majority of the Anglican members voted in its favor.

So, too, did a majority of the Conservative members. But a sufficient number of the latter, heedless of the warnings of Mr. Baldwin and Mr. Churchill, far and away the two ablest Conservative ministers in the Commons, coalesced with a majority of Liberals and Laborites to bring about the defeat of the book. This Conservative minority was, as on the former occasion, led by the Home Secretary, Sir William Joynson-Hicks. "Jix," as he is popularly known, is a gentleman less endowed with the faculty of vision than with that of expression, and more rich in the capacity of self-assertion than in either. He loves the limelight and the heroic posture—and there has been an abundance of both about his attitude on this matter.

There has been a good deal of talk about disestablishment being bound to result from the impasse that has now arisen. We should be inclined to doubt its immediate imminence. In 1381 Wat Tyler and his rude horde of followers threatened the Church with a violence that the modern politician does not emulate today. The centuries behind her cannot be swept away on a foam of momentary caprice. And, anyhow, the British people—and, for that matter, the Church of England herself—have a notable disinclination for extreme courses and a not less notable genius for workable compromise. At the same time, if the refusal to the Church of the spiritual relief for which she has authoritatively asked is persisted in for long, then severance between Church and State cannot, it would seem, be permanently averted. For the former will inevitably diverge from the path marked out for her by the latter and such divergence will ultimately lead to separation.

It looks likely that the fortunes of the Conservative party in Great Britain will be adversely affected by recent happenings. It is badly split over the Prayer Book question. The matter was treated officially as a non-party one, but, from one end of England to the other, it has divided the Conservatives into two camps, betwixt which very bitter feelings have been engendered, and, at any election in the near future, this state of things would, almost certainly, have repercussions highly detrimental to party solidarity. *Per contra*, the Liberals who, under the leader-

ship of Lloyd George, were almost a unit in opposition to the revised Prayer Book, would gain no small advantage from this division in their opponents' ranks.

Government Takes a Wise Step

The Federal Government has taken a commendable step in the direction of settling the vexed problem of British immigration by appointing 45 British doctors to co-operate with the Canadian staff abroad in the examination of migrants from Great Britain to Canada. The Department of Health has also instructed the Chief Canadian M. O. in Britain to make a survey of the situation there and to select British doctors from the rural sections of the United Kingdom. This is most important because one of the drawbacks of the situation was that agricultural laborers could not secure the requisite certificates as to soundness without leaving their work to go to some central point and thus apprise employers of the step they were contemplating. Generally speaking the measures decided on will restore the good will of the British medical profession, an immensely influential factor, which had become incensed over our methods. It is stated that this is but one detail of a general policy which will be directed toward removing existing obstacles in the way of securing a desirable class of British immigrants. If so, it is an evidence of political foresight as well as of economic wisdom.

A Minor Prophet in Porto Rico

In the columns of the "Ferndale Enterprise" published in a suburb of Detroit we recently discovered a gem from the pen of one Thomas E. Benner of the University of Porto Rico, head of "United States Leadership in Politics Needed to Redeem World from Savagery". Mr. Benner went on to say that "American Leadership in world politics is likely to bring about some amelioration of a state of international anarchy in which the world finds itself. Nations have not been content to extract an eye for an eye and a tooth for a tooth. Of the order and even of the innocent they have sought life 'nigh' a national selfishness were accompanied by the national might which made such extraction possible". Further reading of the message indicates that the person who wrote the heading on it said more than Mr. Benner intended. The text clearly assumes the leadership of all peoples on the Western Hemisphere grouped under the title "American" and not "United States leadership". Particularly has he in mind the Latin-American countries, and he finds on this hemisphere a growth of the spirit of neighborliness which bodes well for the future. One of Mr. Benner's paragraphs is very sensible: "Nations are not intelligent in their world relationships," he says. "They cry and laugh at the achievements of Lindbergh. They rage and storm over a minor unintended discourtesy. They may be led by appeals to the heart but are indifferent to the appeals of the intellect." Consequently he recommends the homely ideal of "neighborliness".

The heading quoted above is an example of how a certain type of United States editor, great or small, feeds

the vanity of his public. Ferndale is but a short night's journey from Chicago, and the bold assertion, "United States Leadership in Politics Needed to Redeem World from Savagery", was rather startling coming at a time when memories were still fresh of bombings and shootings in connection with the Illinois primaries there. There is small chance of the world accepting United States leadership so long as it is accompanied by a suggestion of superiority. One of the great obstacles to the growth of the neighborly influence, Mr. Benner wishes North America to exercise, is the language of hyperbole in which everything is discussed by some Americans.

Montreal Mayor and Water Deal

The question of the purchase of the Montreal Water and Power Company by the City of Montreal is one that will not "down"—in fact, at the moment, it is more alive, and is generating more heat, than ever. The arbitration proceedings, and the award consequent thereon, so far from bringing peace, seem to have brought a sword. And the campaign of protest against the payment by the city of any sum approximating \$14,000,000 for the property, which Mayor Houde has inaugurated, and which, with characteristic energy, he is waging mightily at public meetings in all quarters of the city, has fairly set the heather afire.

It will be remembered that, in February of last year, the city council of Montreal voted to purchase, at the price of \$14,000,000, this property which had been acquired some weeks before, by the syndicate that was so obligingly ready to sell to the city at that figure, for \$9,800,000, from owners who well knew its value, and who were satisfied with the last-named price. However, after various "alarums and excursions," the council rescinded its resolution to purchase at \$14,000,000, and protracted negotiations culminated in the constitution of a board of arbitration which established its award at \$14,500,000. The cost of the arbitration, it may be added, came to some \$300,000.

C. E. Beaubien, K.C., who acted for the city during the arbitration proceedings, and who has prepared a considered opinion on several questions submitted to him by the city executive, has made the highly interesting declaration that the award is defective. He says in part: "The award only mentions a lump amount; but the arbitrators may be compelled to appear as witnesses and to produce their notes and their calculations, in order to find out what elements of value they have considered in their award. Lastly, an award may be annulled on direct action, when it does not sufficiently describe the things which the arbitrators had been called upon to appraise, with a view to expropriating the same. And, on this point, I believe that upon the face of it, the award is defective."

Here is confusion worse confounded, with a vengeance! It may be that, before these lines are in print, the city council will have decided on the course that it will take on the proposal, at this writing undisclosed, to be laid before it by the chairman of the city executive, Alderman Desroches, though it is not unlikely that decision will be postponed for a couple of weeks. But a change has certainly come about in the climate of opinion, both inside and outside of the council, on the whole transaction, and some striking developments may be expected before the last is heard of it. "The resources of civilization are not yet exhausted."

Nemesis Pursues Orlando E.

We do not wish to weary our readers with the serial story of Orlando E. Miller's adventures. But really the disclosures of that "travelling University" as he calls himself grow more and more interesting. After writing a four thousand word letter to SATURDAY NIGHT and demanding that it be run entire on the Front Page, Miller opened his course on the ductless glands as the basis of personality in the City of Calgary. But as luck would have it there happens to be living in the Alberta city, Mr. William James Bingham, an ex-inspector of the London Metropolitan Police, Scotland Yard. During the first year of the great war Mr. Bingham was Divisional Inspector-in-Charge of the Military Town of Hounslow, London, where in 1914 and 1915 many thousands of troops were in training, including the Canadian Pioneer Battalion. When Orlando E. Miller's advertisements appeared in the Calgary newspapers with his benevolent countenance well displayed, it brought back interesting memories of those troubled days to the former Scotland Yard man. As a result of information he laid before the authorities Miller was apprehended and his extradition to his native United States ordered. Miller is appealing from this decision but he is up against a tougher proposition than that for which he was held in Vancouver. Then it was a mere charge of selling stock in a California motion picture concern of doubtful value. The Calgary charge is that he is an undesirable who was twice convicted of offences against the Defence of the Realm Act in Great Britain.

Previously we have mentioned his conviction for manslaughter while conducting a private sanitarium. This was located at Springrove House in the Hounslow area, for the treatment of tuberculosis and morphia addicts, and was well patronized by wealthy neurotic women. At the same time Miller was doing a lively and lucrative business as a lecturer at Beckstein Hall, London, and styled himself a Christian Scientist and Faith Healer. In Springrove House was a German doctor who was later interned by the authorities and a German woman who was later repatriated. One night Inspector Bingham in patrolling the grounds of Springrove House discovered a beam of light thrown across a lawn which could not be seen from the highway, in clear defiance of the D.O.R.A. Miller was prosecuted and fined at Brentford Sessions and was so truculent that thereafter the Inspector paid special attention to him, because the danger from Zeppelins was great, especially in an area so filled with soldiers. From a point of vantage the Inspector soon discovered that despite his first conviction, a beam of light shooting upward was being

displayed nightly from a dome in the roof of Springrove House, and Miller was again convicted at Brentford sessions. Steps were also taken which prevented any further surreptitious attempts by Miller to defy D.O.R.A. by showing lights. Apparently no attempt was made to press a charge of espionage against him as he claimed American citizenship.

In all Miller was in trouble with Scotland Yard four times while at Springrove House. Twice for showing lights, once for manslaughter and once for conducting an unregistered lunatic asylum. Mr. Bingham also testified at Calgary that Miller had attempted to bribe him when seeking a permit to billet officers at Springrove House. After the prosecutions under the Defence of the Realm Act Miller's business both as a lecturer and the director of a sanitarium fell off, but apparently in his case hope springs eternal in the human breast. But it is strange that after all his adventures in various capacities Nemesis should overtake him at Calgary in the form of a former acquaintance from Scotland Yard.

Japan's View of Empire Neutrality

Not long since we commented on the fact that the casual statement of General Hertzog, Premier of South Africa, as to the Dominions' right of neutrality in case Great Britain became involved in war, was receiving far greater attention in the world at large than the utterance merited, or the South African politician himself anticipated. It is not surprising then that Japan should have taken note of the utterance. Since Japan is at present the only power which certain of the Dominions have any reason to fear, commentary from that quarter is of unusual interest. Judging by an editorial in the "Chronicle" of Kobe, Japan, the utterance which interested Nippon more than Hertzog's speech itself was the retort of Gen. Smuts that whatever course the Dominions might adopt in time of war there existed no guarantee that belligerent enemies of Great Britain would respect their neutrality.

The Japanese newspaper tries to disabuse the minds of public men in the Dominions of the validity of Gen. Smuts' theory. It thinks that those who accept it credit the hypothetical enemy with a very low grade of intelligence in supposing that he would go out of his way to multiply his foes. It points out that there was no established understanding on the matter of the participation of the Dominions in the conflict before the Great War, and that such participation was voluntary. It thinks that all the Dominions would be in favor of conserving a right of judgment as to whether they should join or not and that this is the safer line for Great Britain to take also; for, as it very truly says, the mother country would certainly not concede the reciprocal right to any Dominion of declaring war when it felt like it.

The Japanese newspaper neglects to mention the fact that Great Britain and the Dominions as well, are members of the League of Nations, all pledged not to engage in wars when they feel like it. The general question is one on which the statesmen of Great Britain diplomatically avoid discussion, and rights of decision may be very easily conserved until a serious occasion arises. While we do not believe that Japan contemplates anything in the way of aggression against the Occidental nations well-informed opinion at Kobe and Tokio must be aware that in case of a war in which Japan might be involved with Great Britain, the word neutrality would never be heard in the British Dominions. Australia and New Zealand would be on a belligerent basis in a day and Canada would be straining every effort to defend (with the assistance of the British navy) her Pacific coastline.

Another Referendum for Montreal

In January last the elector-proprietors of Montreal turned down a referendum providing for a loan of \$30,000,000 for public improvements. The civic authorities are now going to have another try to get these parsimonious electors to take a more generous view of the needs of the city. But they are not going to "go the whole hog" again, so to speak. They intend to ask for a much more modest amount this time—a trifle of \$5,000,000 only, and the loan of this amount, in favour of which the elector-proprietors are to be asked to vote, is described as "for urgent public improvements." The date for this new referendum is to be fixed as soon as possible.

The "urgent public improvements" for which the sum of \$5,000,000 is asked include the construction of a tunnel under the Lachine Canal at Wellington Street, the construction of two incinerators, one in the west and the other in the north of the city, new police and fire alarm systems, and the construction of three fire and police stations. The proposed tunnel under the Lachine Canal is estimated to cost \$2,500,000, of which amount the Federal Government, the Montreal Tramways Company and the City of Montreal are each to pay one-third, the city's share thereof being \$834,000. The construction of the tunnel is desired for the purpose of obviating the incessant delays that occur at Wellington Street, during the season of navigation, owing to the frequent opening of the canal bridge. There has long been a crying need for this tunnel, as nobody who knows anything of Montreal's traffic problems can fail to be aware, while the necessity, in the interests of public health, of the two incinerators asked for is also self-evident.



LT.-COL. S. R. JENKINS, M.D.
Noted physician of Charlottetown, who is president-elect of the Canadian Medical Association, which held its annual convention at the Prince Edward Island capital, June 18-23.



CAVALRY MEMORIAL SERVICE AT HYDE PARK
Old Comrades Associations of 30 regular cavalry regiments took part in a service at the Cavalry Memorial, Stanhope Gate, Hyde Park, recently, when Field Marshal Viscount Allenby, G.C.B., laid a wreath on the memorial. The photograph shows the Rev. Gibbs, a blind late Chaplain of H.M. Forces, addressing the assembly.

Characteristics of Hoover Personality of Man Who Swept Republican National Convention

By JOHN A. STEVENSON,
(Canadian Correspondent of the London "Times")

THE political kettles are now boiling merrily in the United States. The Republican party has just met in solemn convention at Kansas City, and there has drafted the formal party programme and nominated as its Presidential candidate, Mr. Herbert Hoover, the Secretary of Commerce, with Senator Charles Curtis of Kansas as his running mate for the Vice-Presidency. On June 26th, the Democratic party will foregather at Houston, Texas, to perform a similar task, and all the indications point to Governor Al Smith, of New York, being selected as its champion. Both Mr. Hoover and Governor Smith are arresting figures and outstanding personalities, and as a consequence the coming election promises to be the most interesting that has occurred in the United States since Charles E. Hughes did battle with Woodrow Wilson in 1916. There will be candidates nominated for the Presidency by some minor groups like the Communists, but there will be no complication such as the late Senator La Follette and his Progressive party introduced into the election of 1924, and a virtually straight fight between the two historic parties is assured. The situation, moreover, contains many elements of interest, and this and a succeeding article will attempt to survey the prospects of the two parties, of whom the Republicans, whose plans are more advanced, will be dealt with first.

Mr. Hoover in the end obtained the Republican nomination with unexpected ease, the vote being 837 to 257 in his favor on the first ballot. His record is too familiar to bear lengthy repetition. His first known forebears were French Huguenots, who fled from Paris to Holland on the eve of the massacre of St. Bartholomew. Maryland was the first place that welcomed a Hoover on the North American Continent, but in 1740 one of the family having become a Quaker and disliking the Catholic domination of his adopted land, moved to a Quaker colony in the backwoods of North Carolina. A generation later eight brothers of the family were impelled by land hunger to settle in Ohio, where they carved farms out of the wilderness. In the next generation there was a nine-children family, and as nine parcels of free land were not available, a section of the Hoover clan migrated to Iowa. West Branch, Iowa, as a result, became the seat of a substantial colony of Hoovers, and there the new Republican candidate was born at midnight on August 10, 1874. His father, Jesse Hoover, by name, was the village blacksmith, who sold farm machinery as a side line. His mother's maiden name was Huldah Minthorn, and she was descended from a family which had left England for the new world even before the Franco-Dutch Hoovers. Settling in Connecticut, they had adopted the Quaker faith, and were people of substance and education; at least Huldah Minthorn had taken part of a university course before she married Jesse Hoover, and although she did not live to see the famous son grow to manhood her influence remained to inspire his ambition for a college education.

YOUNG HOOVER accordingly spent his boyhood on the Iowa prairie, but he was a mere child when his father was caught under a falling tree, and after a period of terrible suffering, died. Mrs. Hoover, left with two sons and a daughter, was, if not exactly in poverty, at least in straightened circumstances. Possessed as she was of a strong religious fervor, she became a Quaker preacher and supplemented her meagre income by the free will offerings from the little congregation at West Branch. Meanwhile, Herbert was getting what schooling he could and earning an odd dollar in his spare time as a strawberry picker. His mother's fame as a preacher had spread beyond the immediate locality, and she was constantly making trips to hold meetings at adjacent places. One day, however, she returned ill with typhoid fever, and at the age of ten and a half years old, Herbert Hoover and his brother and sister found themselves orphans.

A family council of the Hoover relatives was held to decide their fate, and Herbert was sent to live with Uncle Allan and Aunt Millie Hoover, but he did not stay long in their care, for his mother's brother, Dr. John Minthorn, who was Superintendent of Pacific College, a Quaker school at Newberg, Oregon, undertook to look after his education. So to Newberg he went, but it was never his fate to stay long in one place. His uncle, who had been in the course of a varied career a physician and a missionary, as well as an educator, decided to go into the real estate business at Salem, the State Capital, and young Bert Hoover went along with him. At sixteen he was engaged in town planning work, marking out orchard lots and laying out streets, and for awhile he drove a horse-car on the local street railway system.

From his early days he had had a decided bent for science, and the only good scientific education then available on the Pacific Coast was at the new University which

had recently been built by Senator and Mrs. Stanford, of California, in memory of their son, Leland Stanford, Jr. Its head was Dr. David Starr Jordan, a great scientist and humanitarian, and young Herbert Hoover determined that he would enter Leland Stanford University. So after passing the entrance examinations at Portland, Oregon, he liquidated his resources by selling a lot which he almost owned and collecting some of his little patrimony which had been left in his guardian's hands in Iowa. His total assets were nearly \$1,000, but he decided to use only \$200 of it during his first year and to earn the rest of his college expenses. His grandmother Minthorn went down to the depot at Salem to bid him farewell and said to him in her quaint Quaker phrasing: "Thee hast always been a good boy, Bertie; I shall always pray that thee does a conscientious work," and young Herbert replied: "Thee shall have cause to be proud of me some day."

Herbert Hoover practically paid his own way through Stanford University and he did not waste his time there. After a course of scientific studies, he specialized in mining, and took an excellent degree. Equipped with this, he fared forth into the real adventure of life, and he was not long in finding a suitable sphere for his talents. His abilities and energy attracted the attention of leaders in the mining industry, like Mr. Louis Tarmen, and he had no difficulty in finding employment at lucrative salaries. After some experience in the United States, he was offered a post abroad by one of the largest mining concerns in Great Britain, and for the next sixteen years he practised his profession in Russia, China, Burmah, Australia and elsewhere. He came to be known as one of the most competent mining engineers in the world and accumulated a very substantial fortune.

WHEN the Great War broke out he happened to be in London, and as his organizing abilities were well known, he was asked to undertake the supervision of relief for the stricken population of Belgium, which was then under the Prussian harrow. He conducted this task with spectacular success, and soon became an international figure. This work occupied him during the early years of the war, but when the United States entered it, President Wilson commandeered his services and put him in charge of the organization of the food resources of his own country. He continued, while Food Administrator, however, to supervise relief work in Belgium, and had on his shoulders an enormous burden of responsibility until the war ended. At the end of the war he found himself a popular hero in the United States, and when the election of 1920 loomed up, his name was suggested as a possible candidate. At that time there was some uncertainty about his exact political views. He had professed openly a great admiration for Woodrow Wilson, and the Democrats of Michigan went so far as to nominate him as their Presidential candidate, but in the end he made a public declaration of the Republican faith and as a consequence found himself being discussed as a possible nominee of that party. He had a very large popular following, but the professional politicians of the Republican party were almost to a man against him, and the result was that when he allowed his name to be put forward as a candidate at the Chicago convention, he only received a mere handful of votes. However, President Harding, when he came to form his cabinet in the following spring, recognized the strength which Herbert Hoover would bring to his cabinet, and appointed him to the important post of Secretary of Commerce. He was retained in the same office by Mr. Coolidge, and during his eight years' tenure of it he has enormously enhanced his prestige throughout the country. He is an administrator of the highest type, efficient, energetic and endowed with a mind which is always open to welcome new ideas and embark on promising experiments. One of his pet hobbies is the elimination of waste, and already, partly by legislation, and partly by persuasion, he has effected tremendous reforms in American industry. He has induced manufacturers to adopt methods of standardization which make for a great simplification of industrial processes and by reducing the variety of types of articles manufactured have enured to the benefits of the consumer.

Hoover has, also, paid particular attention to the development of his country's foreign trade, and in his hands the Intelligence Service of his Department has become much more efficient and valuable to American exporters. The results of his work are to be seen in the steady expansion of the United States foreign trade and particularly in its successful inroads into the South American market. As an administrator, he has been an unqualified success, and at the same time he has shown a stern front to patronage mongers with the result that he has incurred the intense dislike of a number of important potentates in his own party.

He has never made any secret of his ambition to reach the Presidency, and soon after President Coolidge made his famous declaration, "I do not choose to run," Mr. Hoover openly announced his candidacy. He had failed in 1920 largely because he lacked the support of any but a very small contingent of the practical politicians, but on the present occasion he placed his campaign in the experienced hands of people like Mr. Slomp, of Virginia; Mr.

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MONTREAL

Donovan, a Deputy Attorney-General, and Mr. Ogden Mills, of the Treasury Department, who labored earnestly to promote his fortunes. He had still, however, to encounter the hostility of a group of veteran Republican politicians and bosses, and he was not viewed with much favor in Wall Street, which regarded him as too strong minded and progressive for its taste. In regard to his political enemies, he took the bold course of challenging three or four of these worthies in their own balliwick. These contests, which were daring adventures, did not show very propitious results from his point of view. He won in Ohio, but largely because his opponent, Senator Willis, died on the eve of the election, but in Indiana and West Virginia he was defeated by two favorite sons, Senator Watson and Senator Guy Goff. However, he demonstrated the possession of substantial strength in both these states and neither of the men who beat him could be seriously considered as a Presidential candidate. Elsewhere the primary contests turned emphatically in his favor, and he came to the convention with the assured support of at least 500 delegates, or almost half the total. But the issue was still unsettled, as Wall Street's hostility showed no abatement and the all-important delegations from New York and Pennsylvania were uninstructed and known to be unsympathetic to Hoover. The anti-Hooverites, however, came to realize that the only method of heading off the Secretary of Commerce's nomination was to induce Mr. Coolidge to stand again, and when the President gave no sign of recanting and busied himself with plans for a holiday in Wisconsin, their hopes waned. Mr. Hughes, the late Secretary of State, could not be induced to run and it was obviously impossible to turn to either ex-Governor Lowden or Mr. Davies, who were committed to the obnoxious McNary-Haugen Bill.

AS THE Convention day drew nigh, the view was widely held that Mr. Andrew Mellon, the aged Secretary of the Treasury, who was the leader of the Pennsylvania delegation, held the key to the situation. If he declared against Hoover, a bitter convention fight was inevitable, but, if he declared for him, everything was over but the shouting. Mr. Mellon proceeded in great state to Kansas City with his delegation, but on his arrival there his hand was suddenly forced by the real political boss of Pennsylvania, Bill Vare, of Philadelphia, who was prevented from taking his seat in the Senate as the result of exposures of disgraceful corruption in the last Congressional election. Mr. Vare, on his arrival at Kansas City, boldly announced that he was for Hoover and that he intended to take a number of the Pennsylvanians with him into the same camp. Mr. Mellon, whatever his private feelings may be, thought it wise to fall into line, and as soon as he made public intimation of his support of Hoover, the latter's nomination was assured. Mr. Lowden, his most formidable opponent, announced his withdrawal from the contest and retired in a sulky mood to his Illinois farm. Senators Watson and Curtis and some other favorite sons were nominated, but they were simply snowed under and could muster little more than twenty per cent. of the delegates' votes between them. In this wise Mr. Herbert Hoover became the Republican candidate for the Presidency of the United States.

He has made a very felicitous speech of acceptance, and what is noteworthy, has laid more stress upon spiritual and moral values than upon material things. In his favor he has many elements of strength. With the intelligentsia and University classes he enjoys the reputation of being a Progressive-Liberal who will bring to the White House qualities of insight and energy sadly lacking under the Coolidge regime. Wall Street may dread his advent, but the smaller business men who were outcasts of the Rotary and Kiwanis Clubs keep him as a competent administrator and "go-getting" organizer of the nation's business, while in the states of the Pacific seaboard his association with California is a great asset. His chief weakness, and it must not be minimized, lies in the region known as the "Cornbelt" which includes Iowa, Nebraska and adjacent states, where the farmers who normally vote the Republican ticket by large majorities have developed a bitter grudge against him, firstly, for his enforcement of price-fixing policies during the later war years when he was Food Administrator, and secondly, for his steady opposition to the farm relief measure known as the McNary-Haugen Bill.



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Edmonton

(By one who has never been there.)

MY FIRST recollection of Edmonton was the time my friend wrote me that he was moving from 1178045 Jasper Avenue, to 326741 487th Street.

I have since discovered the formula used by the city planners in giving numbers to lots: think of a number under twenty, multiply by any digit above eight, add seven for luck, and you have the street number. Think of another number,—no, a bigger number, square it, add the size of your collar, subtract the size of your hat, add twice the mayor's telephone number. Now you have the number of the house.

Edmonton is concentrating on education. Rah, rah, Alberta, rah, rah, Banting! Equally rah, Tory.

They say that a night in Edmonton is a harrowing experience. The air is full of the moanings of the merchants over the undeveloped North, and the cries of the farmer members of the Alberta Legislature as they turn over in their dreams, crying: "Giddap King! Haw there, Fanny, you old yahoo. That's right, Prince, you old get your foot over the trace!"

Edmonton products: coal, Board of Trade literature, fur-bearing chickens, Native Sons, mosquitoes, wide avenues, Janey Canuck, thermometers, Hon. Charles Stewart, Peace River boosters, Edmonton Grads, world's champion ladies' basketball team; pavements, taxes, pavement, taxes, pavements, (alternately to infinity.)

—W. D. Stovel.

How Important is Poetry

Or, for That Matter, Any Other Form of Art?

By STEWART DICK

I HAVE seldom come across a more perfect example of the complacency which goes with insensibility than the article, "How Important is Poetry", in last week's SATURDAY NIGHT, by W. F. Ralph.

Listen to the oracle! A poet and his poetry are "of practically no importance to anyone but the poet." Homer and his Iliad, Virgil and his Odyssey, Dante and his Divine Comedy, Chaucer and his Canterbury Tales, Spenser and his Faerie Queene, Shakespeare and all his works, Milton and his Paradise Lost, Wordsworth, Scott, Byron, Shelley, Keats, Tennyson, Browning, Walt Whitman — all these are "of practically no importance except to the writers themselves", and as the writers are now all dead, apparently of "practically no importance" to anyone today.

"Humph!" said the stout gentleman, "nasty, gritty



COL. H. W. A. FOSTER, M.C., D.S.O.
 One of the Toronto barristers who recently received the honor of "K.C." Col. Foster is a son of the late W. A. Foster, Q.C., one of the celebrated group which constituted the "Canada First" movement, and also one of the founders of the National Club of Toronto.



TWO CANADIAN OARSMEN AT HENLEY

Joe Wright, Junior (forward), and Jack Guest, of the Argonauts Rowing Club, Toronto, who recently sailed for England to compete in the Olympic doubles. Both will also be contestants for the Diamond Sculls at Henley. Wright is the champion amateur oarsman of Canada and the United States and lost the coveted trophy by a fluke last year. Guest is associate champion of Canada and one of the most promising oarsmen in America.

things, them pearls,—windy, too, I expect. Fetch me a pail of bran mash!"

And yet, ask any English-speaking person who was the greatest Englishman, and how many will hesitate an instant before replying "Shakespeare"? The materialistic American people are at present raising a million dollars for the new Shakespeare Memorial Theatre at Stratford-on-Avon, and the German nation have long since adopted "Unser Shakespeare" as their own, as obviously no others have the capacity to appreciate him to the full.

The poets themselves have had no doubt of their divine mission, O'Shaughnessy sings:

"We are the music makers
 And we are the dreamers of dreams,
 Yet we are the 'movers' and shakers
 Of the world for ever it seems."

and old Fletcher of Saltoun said, "Let me write a nation's ballads, and I care not who makes its laws." Keats modestly wrote his own epitaph, "Here lies one whose name is writ in water," but time has falsified his words and "his name liveth for evermore."

One might, indeed, say that Mr. Ralph's article is "of practically no importance except to the writer himself," but for two things; first, that his utterances have acquired a fictitious authority by appearing in SATURDAY NIGHT, and second, that unfortunately he is not an individual only but a type, and that thousands equally insensitive will hail his accents as those of truth and feel plumed that they themselves agree so cordially with them. Let us then treat them seriously.

The first point, that of the mass of poetry written a very great deal is bad, and only a very little is good, need not detain us. We find the same proportion of good and bad also in prose, and indeed in other activities not artistic.

We come nearer to the gist of the matter when the writer applies his personal test to poetry. "If it does not appeal to us, it is not for us, and is consequently of no importance to us." But why does the poetry not appeal to us? Is it because there is something wrong with the poetry or with us? If we are color blind the beauties of color fail to appeal to us, if we are tone deaf the harmonies of music leave us unmoved. Before we venture to make our test universal we should be sure that all our sensibilities are fully alive. If we have painful limitations we must ourselves perforce accept them, but we need not brag about them, or try to make them apply to others more fortunate than ourselves.

But let us quote again. We are now dealing with real poetry. Are these lines that "ring the bell"—(the writer's poetical appreciation appears to be limited to "lines")—"of any real fundamental importance? Are they as important as a well-built brick wall? . . . I think not."

Now, when the lines "ring the bell," it is not a mere matter of taste, there is something definitely there. The bell does not ring because we hear it, but because certain musical waves have been set vibrating, and they vibrate just the same even if we are stone deaf. And in the case of poetry the something definitely there is something that the most sensitive of mankind have for ages deemed of inestimable value, something to be treasured and passed on from generation to generation.

Let us go into the matter a little more fully, and we need not confine ourselves to poetry, all the arts are in the same position. "I know but one art," said Michel Angelo, who himself was at once architect, sculptor, painter, and poet. The question is then "How important are the arts," have they a place in the busy utilitarian world of today?

In a primitive state man's needs were few and would be summed up in the three words, food, shelter, clothing. Today the mechanism of civilized life is very complex—but the whole fabric, agriculture, manufactures, commerce, means of transit, cities, financial systems—exists merely that we should live,—that we should eat, be sheltered, be clothed, and pass on the privilege to the next generation. What else remains? Is there anything outside the mere round of existence? Well, we can wonder what it all means, and we can pluck a few flowers by the way.

Since the dawn of civilization when man's whole time and effort, ceased to be absorbed by the mere struggle for existence, when leisure began—two things have pre-occupied the mind of man, have seemed the things best worth doing, worth living for, even worth dying for—science and art. Science, the pursuit of truth, art, the pursuit of beauty.

And Keats says the two ends are one:
 "Beauty is truth, truth beauty,
 That is all ye know on earth
 And all ye need to know."

The work of the material world is indeed indispensable. It is the foundation on which all the superstructure is raised, but the men whom mankind delights to honor above all, are those unselfish spirits whose lives are devoted to the quest of truth and the quest for beauty. From these fields are garnered the treasures of the ages, the treasures of science, of literature, and of art.

It may be that as the world grows older and colder we shall grow dead to such appeals, that we shall become more and more material, more and more entangled in the daily round, but life will be the poorer and emptier, there will indeed have "passed away a glory from the earth."

Vex not thou the poet's mind
 With thy shallow wit:
 Vex not thou the poet's mind:
 For thou canst not fathom it.

THE PASSING SHOW

The latest eye complaint among the younger gentlemen is short-skirt-sightedness.

Now it is claimed that the appendix performs a useful service. Other, that is, than keeping the wolf from the door of youthful surgeons.

The "good feeding" advertised by the summer resorts is largely done by the mosquitoes.

Also, history never repents.

SUCCESS

"How's your garden coming on?"

"Well, take a look at it. I've got it in my button-hole."

About the best of the dry humorists are the prohibitionists.

The weather god has been staging quite a few impromptu showers for the June brides.

Father is now being touched to pay for the bills incurred in making Father's Day a festive occasion.

We don't know what system these "rain-makers" use to persuade the clouds to yield up their juice, but we suspect it is watering the lawn.

And now the world is about to learn in fulsome detail who's Hoover.

Rustie: "Caught any cat-fish?"

City visitor: "No. These worms don't seem to be any good."

Rustie: "Why not try yer dawg?"

PARLANCE

Fair young golfer, out for the first time, has got her ball into the rough: "Now what do I lead with, a mashie or a niblick?"

Still getting the most publicity out of these trans-oceanic flights is the Atlantic.

No poor relation is made to feel so badly as the old "flivver" when it is passed on the road by a new Ford.

Holidaying in the north would be greater fun if the fish bit as enthusiastically as the black flies do.

Hal Franke

It's An Ill Wind

By Roger B. Priestman.

MOTHER dear was quite religious, father on the other hand, Had a liking most prodigious for the flesh pots of the land. Mother was the secretary, backbone of the Ladies' Aid; Helped support a missionary; Father called a spade a spade.

(Or perchance a "blasted shovel" when said tool had been mislaid).

At the church of St. Euphonia mother laboured morn and night, Mid surroundings most harmonious, furthering the cause of right.

Father with his business cronies, gambled on the stock exchange;

Drank, shot crap and played the ponies; often made a pile of change.

If he lost he uttered phrases, lurid, blasphemous and strange.

St. Euphonia needed money to pay off the mortgage debt; Dad said, "Put your shirt on 'Honey,'" swore it was a certain bet.

Though mamma was somewhat doubtful whether racing was quite right,

Father, who was just about full, half seas over, almost tight,

Made her promise she'd go with him, ere they went to bed that night.

"Honey" started easy favourite; dad explained about the odds.

Using racing terms to flavour it; and he swore by all the gods,

"Honey" was a certain winner; but mamma was not so sure;

Thought the odds would never win her half enough, she wanted more.

Saw a horse named "Passion" listed, seven-sixty-eight to four.

Ma put fifty bucks on "Passion," just before the race began. It romped home in handsome fashion; "Honey" was an "also ran."

Father gave up cards and liquor, never swears, has ceased to bet;

Acts as warden for the Vicar. Ma forgot the mortgage debt! And forsaking St. Euphonia, travels with the fastest set.



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Windsor

ON DOMINION SQUARE



IRISH FREE STATE PRESIDENT IN BRONZE
 This bust of Hon. Mr. Cosgrave is one of the features of a show in London by the American sculptor, George Fife Walters.



PARLIAMENT Hill is a peaceful, pleasant place when it is minus parliament. Pretty, pantalooned tourists trip through the marble halls where pompous politicians lately trod and beseech the guides for permission to sit in the seats from which Mr. King and Mr. Bennett determine the destinies of the Dominion. Bright-badged Rotarians and Daughters of the Empire, convention bent, come and fittingly admire the exterior beauty of the legislative buildings unaware of the interior defects about which parliamentarians complain. Happy honeymooners click their cameras as they pose in front of the portals at which some of them anon will be petitioning for bills of divorce. About the only reminder of recent unproductive activities is Senator Charles Murphy as he passes to and fro meditating no doubt on the wrongs of Ireland and the folly of a government that continues to employ Hon. Newton Wesley Rowell, or the unbending figure and stern visage of Robert Gardiner, Progressive Leader, who foregoes the bosky glades and other charms of Acadia, Alberta, to linger here planning new disappointments for the bloated octopuses of eastern wealth. The Hill, now that the session is no more, is a place of repose and inspiration. The inspiration comes when one gazes lazily across the river and realizes that the long waterfront of Eddy mills is piling up dividends which will make a potential Prime Minister even more secure than he was last October from personal cares and temptations and so free to devote himself exclusively to the service of his country; or, looking beyond, sees the blue slopes of Kingsmere Mountain and is reminded that there the Prime Minister is herding his Southdowns and coxisting on a still higher and broader status for Canada. In fact the only disturbing thing on the Hill these summer days is the sight of the faceted, like, red brick office building which Gordon Edwards, M.P., of Ottawa, and Senator Arthur Hardy, of Brockville, are erecting in front of the doors of parliament out of the fullness of their civic patriotism and in the faith that floor space in it will be leased at profitable rental rates by the government. The only red brick office building within sight of Parliament Hill, this contribution to the architectural adornment of the Capital and monument to the public-spiritedness of these two distinguished citizens is a little rough on eyes accustomed to the soft-toned, weathered stone of surrounding structures. In order to secure a full measure of reward from their enterprise over and above that to be derived from government rentals Senator Hardy and Gordon Edwards, M.P., should purchase an interest in a Sparks Street optical shop.

IT IS a long distance from peaceful Parliament Hill to bustling Kansas City, Missouri, but the significance of events in the latter community obtrudes here. Thus, it is observed that the Republic Party in national convention declined to endorse the Hausen-McNary bill, twice vetoed by President Coolidge, which proposed the stabilization of agricultural product prices at the expense of the United States public as a whole and for the benefit of the farmers, and instead placed in its platform a plank promising farm relief through still higher tariffs against foreign products. One might note this decision at Kansas City and let it pass as something that was the concern of the United States and of the Republican Party in particular were it not that Mr. Mackenzie King recently took the ground that American farm products tariffs were also the concern of Canada. The Ottawa Government, it will be recalled, in one of its notes to Washington in the negotiations looking to an international undertaking for the canalization of the St. Lawrence advanced the proposition that the disability suffered by Canadian farmers by reason of the prohibitive tariffs of the United States against their products constituted an economic consideration which would merit attention in connection with any deep waterway agreement. The King Government suggested that as the purpose of the United States in urging the St. Lawrence project was largely that of providing a solution for the economic problem of the farmers of the middle-western states it was but fair that consideration should be given to the economic problem of Canadian farmers faced with the United States tariff barrier. Mr. Kellogg, Secretary of State, did not see fit to reply to this proposition in his answering note to Ottawa, but the reply would seem to have been embodied in the platform of his party at Kansas City. The reply is the threat of an even higher tariff wall against Canadian farmers. It has added significance from the fact that the Republican candidate for the presidency, Mr. Hoover, has been the chief United States advocate of the St. Lawrence project. Evidently Mr. Hoover and his fellow Republicans hold that however neighborly and amicable may be the relations between the United States and Canada and however desirable it may be to use these relations for promoting a treaty for the joint deepening of the St. Lawrence, the tariff policy of the United States is that country's own affair exclusively, the opinion of Messrs. Mackenzie King and Vincent Massey to the contrary notwithstanding. While Messrs. Hoover and Kellogg regarded a St. Lawrence ocean ship canal system as economically desirable, it is to the tariff they look for economic salvation; tariff protection is the keynote of the Republican platform. Slim hope, in the event of a Republican victory in November, for those in Canada who still cling to the idea of tariff reciprocity!

Apparently the Republic Party has had consideration also for the sentiment of those communities which oppose the St. Lawrence project on the ground that it would build up Canadian ports to the disadvantage of American ports, for in the platform on which it is going before the country there is no reference to the waterway scheme. No twaddle about "common interests" or "hands across the border" in American pronouncements of policy; only American interests find a place there. To the United States, in matters of policy, Canada is, and quite properly, just as much a "foreign country" as England or Germany or Japan.

Yet an Ottawa newspaper delights in referring to the United States as "sister nation"!

IF THE provinces of Quebec and Ontario ever consent to a revision of the constitution it might be well that provision should be made for relieving the Governor-General from the necessity of having to recite political

speeches written by the Prime Minister. Speeches from the throne at the opening and the closing of parliament are all right when they are confined to statements of proposals and performances, but it does seem a trifle tough on the King's representative to be required to give voice and countenance to a lot of flub-dub that will not bear examination. Mr. Mackenzie King was unusually short of legitimate material for the prorogation speech. In the matter of government legislation passed during the session he could mention, apart from the supply bill only a couple of bills in behalf of returned soldiers, a bill amalgamating departments of the public service, and a bill having to do with the beautification of Ottawa, so he had to fill in with one thing and another. Some of his fillers were not very fortunate. Among the things he wrote for the Governor-General to read was the statement that "The trade of our country continues to expand . . . and our total exports to foreign countries show a considerable increase." That statement perhaps does not depart from the truth but it is none the less deceptive. The trade of our country continues to expand all right, but the expansion is mostly in importations. As for the increased exports to foreign countries, they are counteracted, unfortunately, by a heavy decrease in exports to Great Britain, one of our two best customers. Our exports to Great Britain for the twelve months ending April 30, last, dropped to \$391,000,000 from \$465,832,000 the previous twelve months, while at the same time our imports increased to \$185,982,000 from \$164,561,000. We increased our exports to the United States from \$467,000,000 for the twelve months ending with April, 1927, to \$476,000,000 for the subsequent twelve months, but our imports at the same time jumped from \$692,893,000 to \$724,198,000. Yet the Governor-General was made to speak in terms of satisfaction about a trade situation such as revealed in the foregoing figures.

POLITICIANS are following with interest the progress of the provincial election campaign in British Columbia. In this election the Liberals face the people with a new leader, some new blood in the government, and new promises. They have been in office since 1916. The MacLean ministry's principle proposition to the people of the coast province seems to be the completion of the Pacific Great Eastern Railway. Premier MacLean is holding out the hope that he will succeed in having the railway wished on the Canadian National system, notwithstanding that Sir Henry Thornton doesn't want it. The road has cost British Columbia fifty-five millions for construction and is eating up two and a half millions annually in carrying charges and deficits and to make it of any considerable benefit to the province it would not only have to be completed but largely reconstructed. It doesn't seem likely that Premier MacLean will succeed in unloading the road on to the unwilling hands of Sir Henry Thornton, who has no illusions as to its prospects. The Conservatives, reunited under the new leadership of Simon Fraser Tolmie, former federal Minister of Agriculture and still a member of the House of Commons, are confident of returning to power on a battle-cries alleging maladministration of the province's affairs for a dozen years. Both parties probably will claim credit for the limitation on the immigration of Japanese laborers to one hundred and fifty a year, secured through negotiations by the Ottawa Government.

MAJOR-GENERAL A. D. McRAE, M.P., who so successfully organized the Winnipeg convention last year, is on his way home from England, and it is expected that after he has assisted the Conservative party in B. C., he will be called upon to take over the job of organizer for the federal opposition, vacated by Doctor Tolmie. For the present, federal politics are mostly confined to Mr. Bennett's activity in introducing himself to the various parts of the country. He has mapped out a fairly large itinerary for himself for the next couple of months, which includes some speeches in Quebec, a tour of the Maritime Provinces, and a survey of the situation in the West. Mr. King for the most part is reserving his ammunition till the approach of the next election.

A COUPLE of important cases are to be argued presently before the judicial committee of the Privy Council, and Mr. Cannon, solicitor-general, has gone to London to represent the federal government in connection therewith. One of these cases will dispose of the long-standing dispute between the Crown and the Hudson's Bay Company as to the ownership of precious metals in the lands released by the company to the Crown in right of the Canadian Government. The other will settle the equally protracted issue between Ottawa and some of the provincial capitals as to the jurisdiction of the provinces over Dominion-incorporated companies. This latter question was before the Dominion-Provincial Conference last fall and it was decided to leave it to the courts. In the Hudson's Bay Company case, the Canadian courts have found against the company, which has taken the appeal to London.

Faery Song

Shed no tear—O shed no tear!
The flower will bloom another year.
Weep no more—O weep no more!
Young buds sleep in the root's white core.
Dry your eyes—O dry your eyes!
For I was taught in Paradise
To ease my breast of melodies—
Shed no tear.

Overhead—look overhead
'Mong the blossoms white and red—
Look up, look up—I flutter now
On this flush pomegranate bough—
See me—'tis this silvery bill
Ever cures the good man's ill—
Shed no tear—O shed no tear!
The flower will bloom another year.
Adieu—Adieu—I fly, adieu,
I vanish in the heaven's blue—
Adieu, Adieu!

—John Keats.

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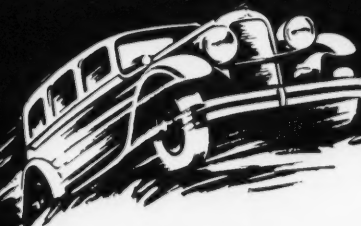
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the speedometer. Mayor L. S. Crawford of Uniontown and scores of spectators observed the tests before dawn on May 26th.

"A Ball of Fire"

—that's what one owner calls his Commander. "A 'hill hound'—knocks the 'I' out of altitude," writes another. "If my Commander had claws it could climb trees," declares a third. When this World's Champion car can be bought for \$1950 f. o. b. Walkerville, why be content with less?

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The Great Churchman, Archbishop Matheson, of Rupert's Land

By JAMES LAWLER

IF EVER a man were born wearing a bishop's mitre that man is Samuel Pritchard Matheson, Archbishop of Rupert's Land and Primate of the Church of England in Canada. Tall and upstanding, with a strong and sympathetic countenance, a piercing eye and full beard—once auburn but now white—that sweeps his breast, he looks, as he is, every inch a bishop. He has dignity without stiffness, authority without arbitrariness, and a broad mind and big heart that understand and make allowance and keep on hoping. To the average Canadian churchman he is probably the best exponent and exemplar of the doctrine and practice of the Church of England in this country. He carries with him the air and associations of Canterbury and Lambeth, he represents Mother Church with the loving pride of an elder son, and yet this man, whom churchmen are rightly proud to acclaim as example and leader, was born in 1852 into a Presbyterian family on the banks of Red River, before Rupert's Land had become part of Canada, and never saw a city or a college, saving a log academy, until he reached the age of manhood.

Dr. Matheson's father lived throughout his life a Presbyterian and so have some of his brothers and sisters, two of his brothers being elders, but his maternal relatives, the Pritchards (hence the name Samuel Pritchard) claved to the Church of England. The conditions were peculiar. Lord Selkirk's Red River colonists were practically all Presbyterians and when that nobleman visited his colony in 1817 one of the grievances the settlers presented to him was that they had no minister. Lord Selkirk agreed to give them a minister of their own choice, but somehow (and there is no use in re-opening a long-closed controversy) the clergyman who came out, Rev. John West, was not a minister of the Church of Scotland, but a clerk in Holy Orders of the Church of England. There was sore trouble in the Red River Settlement over this, but all parties finally decided to make the best of the situation. From 1820 until 1851 Rev. John West and his successors were the sole representatives of Protestantism in Rupert's Land, that is from Hudson Bay to the Rocky mountains and from Red River to the Arctic ocean. These men, who were sent out by the famous Church Missionary Society, regarded themselves not as chaplains but as missionaries, and it was largely because of their zeal and self-sacrifice that the Church of England spread its missions over the north and is to-day the sole Protestant Church carrying on work among the natives on Hudson Bay, Baffin Island, the Canadian Arctic coast, and in the Mackenzie valley.

AS REGARDS the Red River Colony the clergy used the metrical version of the Psalms and endeavored otherwise, so far as possible, to adapt the Church of England service to the feelings and convictions of their flocks. After thirty-one years Rev. John Black, a Presbyterian minister arrived in the settlement, whereupon over three hundred persons, said to have constituted about two-thirds of the colony, with sincerity and dignity, thanked the Church of England for what it had done and went back to their own kirk. The whole incident, aside from the original mistake, or whatever it was, reflects nothing but credit upon the staying power, toleration, and Christian charity of these two great Churches. One-third of the colony, as noted above remained with the Church of England, and it was with this unique and deeply rooted religious community that Samuel Pritchard Matheson later identified himself. It is unnecessary to add that a youth who made such a decision under such circumstances must have been a person of very strong convictions.

In 1868, when the future archbishop was in his sixteenth year, there came into Rupert's Land one of the most brilliant, most commanding leaders that the Church of England in Canada has ever had—Right Reverend Robert Machray, second Bishop of Rupert's Land and, later, first Archbishop and Primate of Canada—and the two came into immediate contact as pupil and preceptor to remain closely associated until the death of the elder in 1904. They were much alike in stature, in mind, and in outlook, but very different in their early environment. Dr. Machray, as his name indicates, was also of Scottish extraction, but he was educated in England, at Cambridge, where he proved himself one of the most brilliant mathematicians of that famous mathematical seat of learning. Dr. Machray immediately developed St. John's college and St. John's school and in so doing quickly marked the young colonist who responded to the opportunity presented in the widened field, gaining everything there was in the way of prizes and honors and in particular winning the esteem of his chief preceptor. Like a certain other famous Scottish lad, he "nipped up the Greek verbs with ease", and, what was perhaps even more important, he also nipped up the equations in the problems set by the great Cambridge Wrangler.

Dr. Matheson's first appointment was that of a master of St. John's school in 1874. He was ordained deacon in 1875 and priest in 1876; and for some time at this period, in addition to his scholastic duties, acted as chaplain to the, then, newly established Manitoba Penitentiary. Successively he became headmaster of the school and of the college. He was made a Canon of Rupert's Land, 1882; Dean, 1902; and Assistant Bishop, 1903. In 1904 Archbishop Machray died and in the following year Dr. Matheson was elected Bishop of the Diocese of Rupert's Land, which comprises the eastern half of the civil province of Manitoba; and at the same gathering was chosen Archbishop of the Ecclesiastical Province of Rupert's Land, which embraces all of Canada from the western boundary of Ontario to the Rocky Mountains and from the International Boundary to the Arctic Ocean. In 1909, at the meeting of the General Synod in Toronto, he was elected Primate of the Canadian Church.

Born and bred on a Red River farm, Dr. Matheson could not be other than practical. The country at that time was a great training ground to develop a boy's resourcefulness. At work with oxen or horses on the trail, or on the trail-less prairie, accidents were inevitable; and when a boy got into difficulty the only thing for him to do was to get out again single-handed, since aid there might be none within a radius of many miles. It is natural that Dr. Matheson likes horses and that for a good many years horseback riding was one of his favorite forms of recreation. He is especially fond of fine, big work horses and would be the wrong man to try to deceive in a horse trade—if one might dare to speak of archbishops and horse trading in the same sentence. A man so closely in touch with the actual naturally brings a breath of practicality into ecclesiastical work, a sphere where impracticality and sentimentality are apt to gain the upper hand; and often times by a few kindly words, showing insight and sanctified common sense, he has cut the Gordian knot that seemed likely to create a deadlock in Synod or other important assembly.



THE PRIMATE OF CANADA
Most. Rev. Samuel Pritchard Matheson, of Winnipeg,
Archbishop of Rupert's Land.

DR. MATHESON is not only a great administrator; he is also a great preacher. He has all the equipment of an orator—presence, dignity, rich voice, graceful gestures, expressive countenance, and piercing eye. If regard were had simply to the fact that Dr. Matheson takes a manuscript into the pulpit he would be classed as one who reads his sermons, yet the same denial applies to him as to Charles Kingsley. A gentleman in describing a special service said in the hearing of Kingsley's son, "and prayers were read by Canon Kingsley." "Pardon me," said the son, "my father never reads prayers. He always prays them." In the same way any one who has heard Dr. Matheson address a congregation will at once say that he never reads a sermon but preaches it. This must be so, because, if he read his sermons, he could not use his recognizing, warning, persuading eyes as he does and this is the distinctive feature of his preaching. Standing erect in the middle of the pulpit he reminds one not so much of a prophet of old as of a law-giver. In fact there is a certain resemblance between his countenance and that of Michaelangelo's "Moses". Having a great message he delivers it in a manner befitting and, having announced his text as the words of no ordinary book, he casts an all-embracing glance over his audience, whether it fills some great cathedral or a backwoods schoolhouse, and says in that message as plainly as if in words, "This message is intended for you." Never throughout the sermon does the preacher glue his eyes to the manuscript and fire away at sin in general, but always, with both eyes seeing and recognizing, fires straight at the listener.

It is a significant fact that the most distinctive appellation of a bishop in the formularies of the Church of England is "Father in God". One cannot study conditions in the Church without soon realizing that the duties of a bishop fall into three classes—administering, preaching and fathering—and that the greatest of these is fathering. It is not too much to say that a man might be an indifferent administrator or preacher and yet be a successful bishop, but that without fathering power he cannot be a bishop at all. The present-day clergyman and layman is beset with difficulties peculiar to this age. The young man in charge of his first parish realizes with a shock that the Arians and Pelagians, whose wicked arguments he has been taught to overthrow, have been dead for a thousand years, but that the Bootlegger and the Bolshevik, of whom the college has taught him nothing, are doing business day and night in his own parish. Older heads have their troubles, too, for in spite of what is said to the contrary there is in the Church of England a great deal of strong, heart-racking conviction, none the less painful because it is not shown to strangers. And all look to the bishop for sympathy and guidance. Humanly speaking, it is an impossible task, yet only so far as a man succeeds in it is he truly a bishop.

Dr. Matheson is a great administrator and a great preacher, but if he had been denied these abilities he would still be a great bishop because of his fathering power alone. He knows that some of his clergy are worrying themselves to death and that others are worrying their parishioners, that some laymen are a godly example to the clergy and some a warning; and he is everywhere calming down, stirring up, reproving, exhorting, rebuking and composing differences,—fathering his big family and inducing them to act as brothers should. Some bishops live in the Middle Ages, but Dr. Matheson lives in the middle of this age. It may not be much of an age, but it is the only one in which we can work. And so in addition to his episcopal duties, he is not only Chancellor of the University of Manitoba and a Masonic Past Grand Master, but he is also deeply concerned with business men's and farmers' organizations, with football and hockey leagues, and with everything that affects the life of his diocese and of his country.

It will perhaps have been noticed that Dr. Matheson has never been in the strict sense of the term a parish priest, though from time to time he has had the oversight of some suburban parish near the college. He has been head of a boys' school, penitentiary chaplain, head of a college, head of a diocese. Partly because of this, but more because of his temperament he is emphatically a man's man. For him parish politics have never existed, but he has always been tremendously interested in all phases of the battle of life—failure and success, work and play, religion and irreligion, right and wrong. Men feel, and have always felt throughout his life, that he is a man to whom they can talk, and though he has never invited confessions he has received more confidences and been asked more advice respecting war troubles, financial panics, business and professional crises, and jangled human relationships than anyone outside his immediate household can estimate. Men who, single-handed, have faced an enemy platoon, a hall full of angry shareholders, or a crowd of jeering electors with unmoved countenance have not been ashamed to weep in the seclusion of the library at Bishop's Court.

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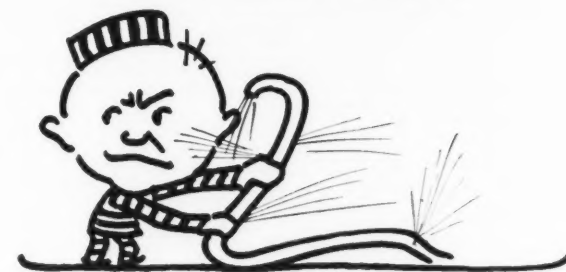
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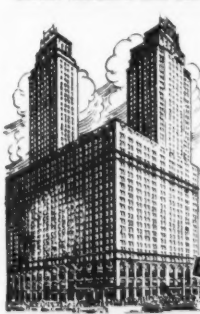
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THE THEATRE

Looking Backward

THIS is the time of year when the useful drama reviewer with a good memory or a scrapbook, compiles a season's record of the theatre, writes Percy Hammond in the New York Sunday "Herald Tribune." The successes and the failures are set down once more, each tabbed with a sapient word of explanation, making a history in which the dead walk the earth again with the living. Largely necrological, the almanac is depressing, and it usually drapes the play-lovers in the melancholy weeds of dejection.

Since summer is a period of rose-leaves and indolence, its jolly garlands will not be blighted here with wintry reminders. Other, more competent mortuaries will be allowed to compose the thesauries, write the epitaphs and bear the moldering urns. "For the Theatre I care little, and for its Past, nothing," said Max Beerbohm, one of the few drama critics too great for his job. "But," he added, "I like a theatre when there is a good play in it." In case you agree with Mr. Beerbohm in his impression that the Drama's spilled milk is sour, you may excuse this otherwise faithful dairy-man for failing to deliver it. "Variety," estimating the dramas from a coffee viewpoint, counts twenty-eight money-makers among the season's output; 138 losers and thirty-four that were neither well-to-do nor insolvent.

Let us not, however, be snooty, as the college girls say, in our posture toward the Theatre of 1927-28. It gave us "Coquette" and "Strange Interlude." It established a buxom ingenue named Mae West as its Diamond Lil and e. e. cummings, the lower case author of "him," as the wildest of its pioneering saps. We learned the pleasures of illegitimate birth and paternity from the benign Belasco and "The Bachelor Father"; and by "Paris Bound" we were taught that adultery is an enjoyable fact, rather than a dull theory. In "The Royal Family" there was comic photography of the life of the apes, as they call themselves; and by the audiences attending "The Trial of Mary Dugan" it was proved, to the satisfaction of several biologists, that dramatists are but amibae; or, in Miss Texas Guinan's more complimentary classification, "suckers."

Perhaps the most significant drama of the period was a little thing called "Bottled." Written by two bright gals, as Mr. Mencken would call them, from the sunny south-land, it depicted in wavering strokes, the dilemma of a Kentucky family of distillers, non-plussed by the sudden coming of Volstead. They were amazed by the millennium which turned their holy Bourbon into poison, and they knew not what to do. Shoddy Broadway stage-direction cheapened their problem and made "Bottled" one of those pathetic things, an attempt to combine Coney Island with the upper and better bus-routes of Paramount Square. If "Bottled" had fallen into the helpful hands of George Abbott, Arthur Hopkins, or Reuben Mamoulian, honest exponents of what is known as stage-craft, it might have become as forceful an influence in its way as "Hamlet" or "The Merry Wives of Windsor." Thus the Theatre successfully shed light on four subjects of deep concern to American life—birth, wedlock, assassination and the Volstead near-law.

Mr. Faversham

ART, they tell us, is a decoration of life. Its function, they say, is to rouge the lips, and curl the hair of existence; to dress it in its most provocative if not its most brilliant colors and generally to amend and improve the details of the Six Days' work. One is again reminded of the truth of this aphorism by the performance of William Faversham in Mr. Tyler's prosperous return to Sardou's "Diplomacy." As the senior Beauclerc in that veteran epic of European sex and statesmanship he is, as John Farrar of "The Bookman" would say, all that could be desired. Mr. Faversham in "Diplomacy" is really a decoration both to life and the Theatre. As has been said before he is the gilt upon gold, the paint upon the lily, the cologne upon the violet, and that other hue, needed, but hitherto absent from the rainbow. As Mr. Faversham acts in "Diplomacy" he beautifies his speech with happy festoons of elocution; he ornaments movement with panther

harmonies of locomotion, and his postures are more perfect than those traced by Grecian chisels. He is a sort of Life's shop window wherein are displayed man's embellishments, the quietly elegant frills, and flounces seldom to be seen elsewhere. He is so perfect that you feel that he has been done by a committee.



MICHAEL ARLEN
Who was lately married and is touring
Nice among other places.

But, one hastens to say, not overdone. All of us reviewers used to regard Mr. Faversham's histrionism as spurious, and not to be included in our sacred catalogue of truthful performances. Listed somewhere between Mansfield and Otis Skinner, he was considered a combination of John Drew and David Garrick, with a trace here and there of Maurice Barrymore and Lawrence Barrett. In "Diplomacy," however, he shows a fine fidelity for Sardou's footlight, and his performance as the suave Beauclerc is a perfect and delightful thing of its kind. The N. Y. newspapers sang so sweetly of Mr. Faversham, his numerous co-stars and "Diplomacy" that their engagement has been extended. As "Variety," the slangy organ of the American stage, would say, back up and get a load of the "show" at the Erlanger.

That Play

EUGENE O'NEILL, recently, after a fashion, set up a gentleman in the restaurant business. This man, after having ascertained that "Strange Interlude" would run through the summer, has just opened a new dining place in one of those brownstones a step west of the Golden Theatre, New York, where that play is being presented. It thus becomes the restaurant nearest to the theatre and

persons who must be fed every night at the intermission before the seventh act. Other restaurants have prospered on the long play. Several lunchrooms that dozed sleepily for years in Fifty-eighth Street have flourished and employ sandwich men to wheedle in the crowds. The Park Central has had to open an extra dining-room. One tea-shop mistress even complained to the box office. She has to stay open later than she likes to—how much longer will she have to submit to that? A few playgoers, it seems, bring their own supper. Others send an usher out for sandwiches and coffee.

These flourishing conditions seem likely to continue indefinitely. This has worried friends of Miss Fontaine who warned her when the play opened that she would have to give up her part, because of the strain (she is in the theatre eight hours a day), if the play had a long run. She doesn't, however, seem to feel it. She even naps calmly during the hour's intermission, after eating a light meal that is brought in. Mr. Larimore rests in a deck chair but can't sleep. Mr. Anders and Mr. Powers also merely relax.

O'Neill was one of the few who believed the play would be a popular success. He wouldn't, however, break his vow never to see a first performance of a play of his, even though Guild people coaxed him until a few minutes before the curtain went up. He finally dashed away, calling his phone number over his shoulder to Miss Helburn and asking to be given a ring later at his home. He didn't see the show until Saturday night of the opening week.

The sets for "Strange Interlude" added greatly to the prestige of young Jo Mielziner, whose name has, however, been quietly printed in program lists of acknowledgments for some time. His first sets were for the Guild's "The Guardsman," and they established him. Since then he has done "Pygmalion," "The Second Man," "Mr. Pim Passes By," "The Doctor's Dilemma"—all for the Guild—and, among many others, "Saturday's Children," "First Flight," and "The Marquise."

He first sought work with the Guild just after the war. It had long been his ambition to do their scenery. Someone advised the young man, then just out of his teens, to get some stage experience, so he joined the Bonstelle Stock Company in Detroit. He told Miss Bonstelle that he had acted, but of course he never had. He managed small parts acceptably and proved a competent aid to the stage manager. Not long afterward, he got a similar position with the Guild and is proud of creating the part of the page in "Saint Joan."

His father, a portrait painter, gave him his first instruction when he was a child. This was in Paris, where he was born. He came here with his family when he was eleven, won a scholarship at the Philadelphia Academy at nineteen and another two years later. The first one he converted into a year of going about European theatres, the second to study in Vienna. He shortly became an admirer of



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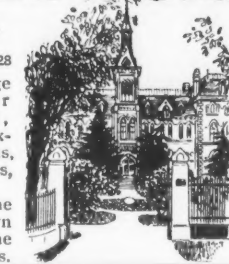
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Robert Edmond Jones. Mr. Mielziner has several ties to the theatre. His wife, Marya Mannes, is a playwright whose most recent work was as collaborator in the forthcoming "Rasputin," and he is a brother of Kenneth McKenna. Just now he is busy reading the manuscripts of seven plays which Brady and Wiman will produce next season and for which he will do the sets.

Of the hundreds of "Strange Interlude" stories, we like the one about the rapt neighbor lady who sat throughout the show without a word to her companion. All she ever did say was, as she put on her hat, "Well, if it ain't one thing it's another."—The "New Yorker."

Note and Comment

MR. DICKSON KENWIN has decided to hold a special six weeks' Summer Course in The Art of the Theatre, at his Academy on Yonge Street, Toronto. The Course will open on July 9th and extend until August 17th, provided that a sufficient number of applicants are obtained. Mr. Dickson Kenwin is engaging a staff of expert professors in the various branches of Dramatic Art which will include Shakespeare, Folk Dancing and theatre costume study. Students joining the course will have the opportunity of rehearsing a group of good plays and chance of public presentation in Toronto, either at the Hart House theatre or at the Margaret Eaton Theatre. In addition to this performances will be given at Mr. Kenwin's private theatre at his Studios.

The inauguration of this Summer School should definitely establish an Academy of High Standard in Toronto for the study of the English Drama and Mr. Dickson Kenwin opened his Studios under the patronage of the Royal Academy of Dramatic Art in London and his aim is to help all those interested in good Drama and the Little theatre movement here. Ap-

plications to enroll for the Summer school should reach Mr. Dickson Kenwin not later than July 1st.

"HAPPINESS AHEAD" Colleen Moore's newest picture which opens at the Uptown theatre, June 23rd is the twenty-first production she has made for First National Pictures. Colleen Moore first appeared on the screen in "Dinty" which was followed soon after by the biggest success of her early pictures, "Flaming Youth." During the twenty-one pictures she has been starred in comedy-dramas, romances and costume pictures, proving herself versatile in the extreme.

"Happiness Ahead" produced by John McCormick, was especially written for Miss Moore by Edmund Goulding, and scenarized by Benjamin Glazer. William A. Seiter directed the production with a supporting cast including Edmund Lowe, Lilyan Tashman, Edythe Chapman, Charles Sellon, Arthur Hovsman and Diane Ellis.

The story centres around an unsophisticated girl from a small town, who becomes the wife of a city cardsharp. Her disillusionment and the subsequent regeneration of her husband, provide the frame-work for a plot that is as unique as it is interesting. Edmund Lowe has an unusually attractive role. "Happiness Ahead" is the kind of a picture you see only once in a while, but well worth waiting for.

A group of Canadian singers, known as "The Music Makers," have been engaged by Jack Arthur and will be heard in an elaborate musical program. The increasingly popular Uptown Symphony will be heard in a request overture, and guest artists will also figure in the compilation.

MUSIC

American Works Wanted

THREE American composers are to be commissioned by the Beethoven Symphony Orchestra to write works to be played in the second half of the coming season, it was announced last week. The selection of the composers rests with The American Compositions' Committee, associated with the Beethoven Orchestra.

Apart from those who are to receive special commissions, American composers are asked to submit scores to the Beethoven Symphony Orchestra during the summer months. It is the intention of the orchestra to include at least one American composition on every program of the one hundred concerts to be given during the coming season.

"The invitation extended by the Beethoven Orchestra," it was announced, "is not merely one of watchful waiting. Various activities are being organized to arouse and inspire composers throughout the country to offer their works for performance. It is the opinion of the Beethoven Orchestra that American composers have been so badly discouraged during the course of many years that they need

stimulus and proof of more than vague sincere intentions to do something or other with American compositions.

"The American Compositions' Committee is being organized among leading authorities in various walks of musical life throughout the country. It will name the three composers whose works are to be commissioned, and arouse the interest of musicians everywhere in sending their scores to the Beethoven Orchestra. On the committee will be music critics and music publishers and directors of conservatories."

A Conductors' Advisory Board is also being organized. Conductors of orchestras throughout the United States have been invited to serve in this body. George Zaslavsky, conductor of the Beethoven Symphony Orchestra, in the invitation to his colleagues, said: "I hope that wherever you find a composition worthy of performance, you will speak on our behalf for performance by the Beethoven Symphony Orchestra."

"Recently Ernest Schelling stated, that 'it isn't the first performance that counts so much as the second third or fourth.' While we, of the Beethoven Symphony Orchestra, are as anxious as any other organization to have the honor of a first performance, we have no feeling against playing the second, third or fourth. It is with this thought in mind that I am asking you to join this advisory board, so that wherever you discover an American composer or composition, you will also be able to offer the writer, in addition to your own performance, one by us. In addition to this we can reciprocate and where we encounter something worth while we will advise you."

The Beethoven Symphony Orchestra, at the end of each season, will elect to "permanent repertoire" as many American compositions as the subscribers and the American Compositions' Committee agree shall be so included. The method of procedure will be that of the vote. As each composition is played, the audience will be asked to express an opinion as to its merit. At the end of the season a list of the American compositions played by the orchestra will again be submitted to the subscribers.

In the Slovak

WHAT is said to be the first grand opera ever written in the Slovak language and dealing with a Slovak subject was produced at the Pressbourg Theatre recently. The music is by Villiam Figus-Bistry. "It is a good beginning," says the critic of the Prager Presse, "although in-

(Continued on Page 10)



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"A Flavour for Every Taste"

this book, "Disorder and Early Sorrow."

I mention this country particularly because such a story has no vogue whatever here. It would be treated with the mildest of polite sniffs or a few witless remarks about its nice writing, and yet it remains a masterpiece, modern in manner, holding the subtlest shades of emotion, devoid of plot, devoid of tricks of style or arrangement, direct and simple... a masterpiece. The material of this story can be suggested in a few words. It is about a family. The father is passionately fond of his baby daughter. At a dance given by the older children the little daughter has a notion to dance with a young gentleman in the manner of her grown-up sister, and the young gentleman humors her for a few moments, then resumes dancing with his partner. The little daughter, going upstairs to bed, cries bitterly and the father watches her sorrowfully, till the young gentleman, who has been told that his little dancing partner was eager to see him, comes into the room and humors and teases the little girl till she becomes happy again. In the child's bedroom, the father sits on the bed, the child bare of shoulder, and moist eyed, smiles at the young cavalier who has been good enough to come upstairs and humor her with jovial remarks. On the surface the situation is very simple, but behind it and scarcely veiled there is something tremendous; the father's melancholy jealousy of the young man. The sorrow of the child transformed to happiness.

Such material might have been taken by any popular story teller. In fact quite a pretty sentimental little story is there with a wistful ending, such as any hack might have seized upon for a quick sale to the magazines, but out of the prose treatment of Thomas Mann comes a sombre quality, an awareness of something impending that may never actually appear, a foretelling of the future. It is a fine example of the modern short story at its best.

Of the other stories I like best "Tobias Mindernickel," a story written as long ago as 1897. In the poor wretch of this story, who loves to suffer so much that he cannot bear to see his dog being playfully happy, there is, superficially, merely a morbid, neurotic, unhealthy quality, but Mann has taken material so base as this and infused it with a spirit transcending the immediate situation, and portraying some of the frustration, the futility, the tragedy of life.

There is weaker work near the end of the book that is not to be compared with the first half. "The Wardrobe" is neat, well done and so on, but nothing to get excited about, and the story "Little Louise" appears rather obvious in its effect when compared with such subtle work as "Disorder and Early Sorrow."

The stories in the book are selected from the period 1896 to 1926, and, of course, there are many moods and contrasts in style and treatment. But it is curious to observe that in the work of this one author can be traced a good many changes that have occurred in the short story form in the last quarter of a century, starting with a story like "Little Louise" and working up to "Disorder and Early Sorrow."

Light on Arabia

"Ibn Sa'oud of Arabia, His People and His Land," by Ameen Rihani; well illustrated and provided with maps; Constable-Macmillan, Toronto; \$6.25.

By E. T. CURRELLEY.

THE author is a Syrian who has spent many years in America. From his knowledge of Arabic as his native language, he was in a particularly good position to get in touch with the people of central Arabia. The journey he describes through the eastern part of Arabia covers an area perhaps less known to the general reader than any other spot in the world. It is only lately that this district has been brought into the limelight by the meteoric career of Ibn Sa'oud, the leader of the Wahhabis; and this book will answer the questions that thousands of readers must have been asking, "What sort of man is this? What kind of people and warriors has he under him? What is the nature of the country in which they live?"

The introductory chapters are the only poor part of the book. One feels at once that the author is writing for the American market, and is critical of things British. Something of this attitude runs throughout the book, for as the contact of United States with Arabia is not a very close one, American references have to be dragged in somewhat by force.

The moment, however, that he starts his descriptions of Arabia and of its ruler, Ibn Sa'oud, the writer warms to his subject with genuine enthusiasm; and as his account of the work

of this remarkable ruler continues, the reader realizes the devotion that Ibn Sa'oud evidently is able to arouse in the people around him.

Although the main portion of the book is naturally concerned with Ibn Sa'oud and his dazzling ascent from an almost exiled princeling to the greatest man in Arabia, yet the descriptions bring in a very good view of the tribes, with their utter idleness, vanity and practically every quality that we despise. The lordly Arab never begs: he sends his wife to do it. His love is for battle, especially for the variety with much noise, much bravery, but where no one gets hurt. One thinks of the famous general in Haji Baba, who cried, "O God, if there were no killing, how the Persians would fight!" A very good description is given of parts of the desert and of the quite large towns that manage to exist by virtue of constant irrigation.

An excellent chapter is devoted to the rise of the Wahhabi sect and the history of its founder, who passed through the usual early stage of persecution till he found a protector in the Sa'oud family, who saw the political advantage of a union of religious enthusiasm with the ideas of expansion that this family seem always to have had. References to this Puritan sect of Mohammedanism run through the whole book, with many a humorous story of the way its members avoid the severity of their religious discipline when they are sure of not

being found out. Though the writer is a Syrian Christian, he writes sympathetically, if somewhat humorously, of this whole Puritan movement, and succeeds in conveying to the reader the sense of enormous power lying behind this religious zeal with its fanatical preachers and stern compulsion to attend to the rather laborious duties of their creed. He shows very clearly how completely it is a religion of man in his relation to God and how little it has to do with man in his relation to his fellows. This explains the fearful cruelty and bloodthirstiness of the spread of Wahhabism by the sword, and the selfishness of its adherents in their expectation of the essentially pleasurable reward that they hope God will give them in return. The prospect of a large harem of very beautiful beings plays a strong part in the religion of these fanatics.

A thoroughly irritating feature of the book is the use of a large number of Arabic words, which seems quite inexcusable. Why a man, simply because he is writing of Arabia, should to such an extent call Christians Nazranis and the English the Ingles, is very difficult to understand; yet all through, a reader not acquainted with Arabic, and this must mean the bulk of his readers, will find many Arabic words. Usually, it is true, the English meaning is given when the word is first used, but to remember this meaning requires an oriental memory, which most of us do not possess.

If one discounts the two faults I have mentioned, the book is most readable. It is lightly written, somewhat humorous, and though perhaps a little too personal in emphasizing unimportant personal matters, it has a marked fascination. It will certainly remain as an intensely interesting account of Arabia just at a time when the motor car promises to alter the whole of desert conditions. The conquest of western Arabia by the Wahhabis since the author's visit, will doubtless bring about a very great change in the state of Arabia.

Two National Mistakes

"American Inquisitors," by Walter Lippmann. Macmillan, Toronto; 120 pages; \$1.50.

By NATHANIEL A. BENSON.

"AMERICAN Inquisitors", a commentary upon Dayton and Chicago, as Mr. Walter Lippmann calls it, is in reality a collection of lectures done into a book by the Macmillan Company. In 1927 President Alderman and the faculty committee acting for the Barbour-Page Foundation, asked the eminent journalist-editor-author to deliver those lectures, and no journalist has ever refused an offer to mingle with the academic. Armed with a deter-

(Continued on page 12)

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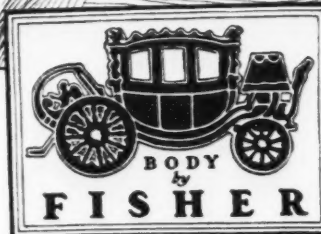
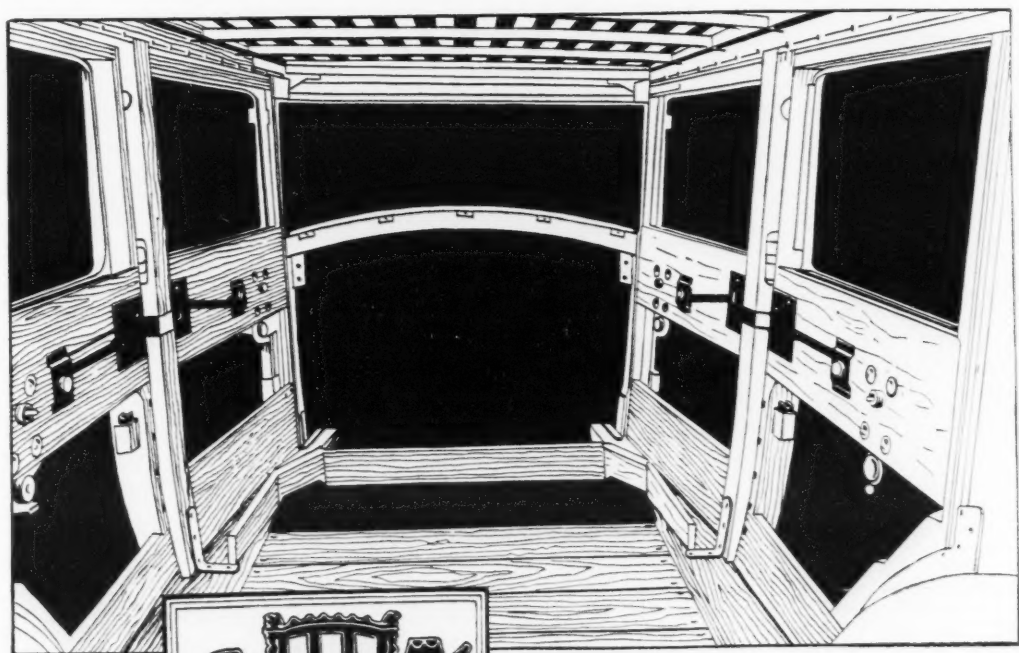
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MUSIC

(Continued from Page 7)
stead of using the pretentious grand opera style, the composer could have been considerably more successful by drawing more generously from the rich store of folk music."

The libretto of Boleslav Lukac tells the story of a young Slovak peasant who gets into trouble by killing the King's falcon. His rival denounces him and he is imprisoned. As he is about to be put to death, the King arrives unexpectedly and pardons him. This naive subject affords an opportunity for effective use of picturesque settings.

The opera was produced by Director Nebdal, who has done much for the cause of Slovak national art.

The Wood and the Trees

SOMETIMES wonder whether there is not something fundamentally incompatible between music and drama; whether, like bad conversationalists, they do not merely interrupt each other, or crowd each other out rather than help each other out, writes Horace Shipp in "The Sackbut," London. In the opera which we choose to call "Grand," one watches the action standing politely aside whilst the triumphant music works out its own salvation; in the lesser form of ballad opera and of the musical play, there may be more give and take, but the feeling often is that of the stage being alternately cleared—the action retiring to the wings whilst a song number has a turn, and then returning to do the whole business itself until the next interruption. Only in ballet, where the action itself approximates to the abstraction of music, does one feel the complete union to be occasionally achieved.

The opera patrons cheerfully accept this condition of the art, and are little interested in anything but the musical interpretation. When they want action they turn to one of the innumerable crook or mystery plays, or direct their limousines to The Elephant and Castle Theatre, where Sweeney Todd, or Jack Shepherd, provides entertainment for the best people and are the intellectual vogue. The music-comedy public, reacting without sophistication to the passing moment, divide their minds as completely and as often as the stage development demands; now they follow the story such as it is, now they are completely swamped by some piece of comedy business which more or less belongs to the story, but anyway is being shown, now they have given themselves over with equal thoroughness to a song or dance item. They take the revue mind to the musical play; they bring away an impression about as synthetic as a Woolworth's store.

The reflection was forced upon me when I saw "The Show Boat" from the attitude of what in my young days was termed the gallery (or more briefly, "gods") but now boasts the Latin patronymic of amphitheatre. Let me hastily explain that this does not indicate the complete collapse of my own fortunes but the safety of Alfred Butt's, for all other available seats had been booked by less impetuous people than myself; only the pit and amphitheatre were possible, and as the pit is always a loathsome place, combining the disadvantages of the stalls with all others, I studied "The Show Boat" and my fellows in the high places.

Three young men immediately behind me treated the production as only the more elderly and earnest critics might be expected to treat "Tristan and Isolde." Two of them at least had been to see it at least once before, and as it had been running for seven consecutive performances this might be regarded as a tribute. They indicated to their companion when his attention should be especially galvanized; they hummed, whistled or sang most of the more catchy tunes; they beat out the rhythm of the dances in a manner which might have excited the envy of Herr Bruno Walter; they approved boisterously of Mr. Cedric Hardwicke's one-man show as a complete melodrama at one part of the production, and they approved even more of a stomach dance by a Nautch girl in the Chicago World's Fair scene. But they did not have the foggiest notion what "The Show Boat" was all about. So far as the story was concerned they might have been attending one of the exquisite performances by the Russians of Moscow Art Theatre, or listening to Gluck's "Armide" at Covent Garden in German so vocal as to be completely abstract. When, in the thirteenth scene, the passage of time was indicated to have reached approximately our own day by the displaying of a board in a newspaper office window mentioning Lindbergh's triumph, they scented and sensed an chronism with all the flair of a bright young critic spotting errors in modern-dress Shakespeare. When Miss Edith Day stepped down a generation and acted her own daughter, they discussed and



DAME MADGE KENDAL
Photograph of a painting of the veteran actress by Sir William Orpen, R.A.

finally solved the mystery of this duality. Perhaps because of the demonstrative nature of this trinity I myself found that the gentleman who bears the fearsome title of Oscar Hammerstein II, had not conveyed very clearly the substance of Miss Edna Ferber's novel upon which the play is based. And, like them, I regarded my wood as a collection of varied and entertaining trees.

The honors aesthetically went straight to Mr. Paul Robeson, whose business is to bring out the theme of the piece by his singing of "Ol' Man River." Mr. Robeson has that kind of banjo voice which manages to create its own harmonies and to be about three voices at once, and doubtless has some wonderful technical name if only Ursula G. eville or some musically wise person would tell me what it is. With or without a name, however, his singing is a delight, and his stage personality has that aspect of bigness which makes him a friend despite the intervening footlights. Although "The Show Boat" has an exceptional share of catchy tunes supplied by Mr. Jerome Kern, my young men and most of the rest of the audience moved from the purlieus of Drury Lane to civilized highways acclaiming that "Ol' Man River goes a-rolling along," and generally preparing the way for that song to become a folk-song of the Metropolis as it was once a folk-song of the plantations.

Miss Edith Day and Mr. Howett Worster had both musically and dramatically a great deal of sentimental stuff which remained sectionalized and would not come into any shape other than that of separate items. Possibly it was that the effort to put into a musical show the whole of a long novel extending over two or three generations gave no opportunity to develop the characters nor to make the action convincing. Mr. Cedric Hardwicke as the comic man was much more consistent and seemed a great favorite; but then Mr. Hardwicke manages always to convey his peculiar humor of the little man harassed by fate and females. I doubt gravely whether my young men ever settled his relationship to (a) Julie and (b) Magnolia, although they anticipated his sallies and slapstick.

Was the fault peculiar to "The Show Boat," or is it something which is inherent in almost every attempt to link music with drama? Or were the young men who symbolized so adequately the whole audience, themselves to blame? And were these young men different from those others whom we passed hastening to Covent Garden to follow as best they could the fortunes of Siegfried? Who shall say?

Note and Comment

THE committee for the presentation, the evening of June 23rd next in the Montreal stadium of the oratorio, "Jean le Précurseur," reports that all will be in readiness for this ambitious spectacle. The first general rehearsal of the 250 mixed voices of the chorus will be held with the orchestra of 75 pieces, Sunday, the 17th inst. under the direction of the conductor, Jean Goulet, musical director of l'Association des Chanteurs de Montreal. Following is the cast for Jean le Précurseur:

John the Baptist Dr. Louis Verchelden
Antipas Armand Gauthier
Zacharius Germain Lefebvre
Historian Henri Prieur
A Pharisee Paul Valade
A Pharisee J. M. Magnan
A Pharisee H. Normandin
Herodiade Cécile Brault
Elizabeth Berthe Cabana

RECENT recitals in Toronto include a concert by pupils of Maestro Carboni at the Toronto Conservatory Music Hall when selections from the operas, "Orpheus" and "Norma" were rendered in attractive style. The soloists were Miss Helen Rowe, contralto, Madame Elsie Carter Simpson, soprano, Miss Marguerita Nuttall, soprano, Miss Jeanne Hesson, soprano, Madame Edna Reed Carrow, soprano, Mr. Riley Hallman, tenor, and Mr. Irving Levine, baritone.

Miss Marguerita Nuttall, assisted by Mr. Joseph McDonald, baritone, gave her first public recital at the Toronto Conservatory Music Hall on June 12th. Miss Nuttall is a coloratura and possesses extraordinary range. She was heard to excellent effect in compositions of Handel, Bellini, Donizetti, Delibes and Mozart.

MR. POUL BAL, the Danish singer now associated with the Toronto Conservatory of Music recently was assisting artist at the final concert of the Regina Symphony Orchestra. According to the Regina "Leader":

Last evening on the Stadium the Regina Symphony Orchestra, with Poul Bal, Danish baritone, and George Coutts, pianist, as assisting artists, terminated its season in open concert. In it, a slim audience, surrounded by an aching void, heard this year's most elaborate program. Daylight saving, the weather and the holiday budget, all had their limiting share. It was a pity. The opportunity was rare; the auditorium adequate; the orchestra and soloists in excellent form and unity; in fact, their team work was the feature of the evening. Mr. Coutts, pianistically brilliant, collaborated with the orchestra in the Mendelssohn "Concerto in G Minor," with Mr. Knight Wilson, the conductor, as liaison officer in chief. In his hands the concerto became a delicately fused entity, particularly the "An-

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DUKE AND DUCHESS OF YORK AT BRIGHTON AND WORTHINGTON
Brilliant weather favored the visit of the Duke and Duchess of York to Brighton to take part in the Greater Brighton celebrations. The Duchess receiving from two little girls at the Royal Alexandra Hospital for Sick Children a huge doll for Princess Elizabeth.

dante", in which soloist and band attained, to my mind, the night's (up to 10.20 o'clock), most exquisite musical moments. This was sheer beauty, Victorian perhaps, but beauty, unquestioned.

Poul Bai, Danish baritone, new to Regina, made an instant success. His voice is rich in timbre, tonally opulent, virile always. His dramatic palette is intensely vivid, lending extraordinary coloring to Schubert's "Erl King" and Grieg's "The Song of the Steppes." Mrs. Hawkins' accompaniments were wholly in the picture.

Mr. Bai was magnificent in the Pagliacci "Prologue" and the "Credo" from Verdi's "Otello" both sung with the orchestra. Fortunately, adequate rehearsal had been possible, permitting Mr. Wilson to contribute deft and invigorating symphonic support. The ensemble had the veritable grand opera note and drew enthusiastic applause.

One feels that under "Interpretation and general effect" Mr. Bai would draw close to 50. He has personality, a fine manner and, if he will pardon the liberty, is very much better looking than his photographs.

For good reason it was necessary to leave at the close of the "Concerto." I was therefore robbed of the pleasure of hearing the orchestra in Massenet's "Angelus" and the "Oberon" overture, two of their most charming numbers, and also, of enjoying Mr. Bai's last group, Vaughan Williams' three "Songs of Travel" and a Healey Willan setting of "Drake's Drum." It is gratifying to note this evidence of appreciation on the part of a European artist, of the very finest in modern English song.

Generalizing from the particular (in this case, Bizet's "Carmen" suite) the orchestra was in splendid vein. The wide range in mood, represented by the five movements of the suite, imposed a very real test, one which the orchestra has mastered to a degree which makes this number one of the finest things they have ever done. Two factors, the intimacy given the exotic Spanish rhythms with which the suite is impregnated, and a certain finely musical appreciation of its quieter, contrasted episodes, both fully realized, made last evening's performance a veritable delight.

BUSINESS

The Smock

TO WOMEN the smock has become what the overall is to men—the symbol of toil. The first smock stood for work, when it marked the trudging peasant of old England on his way to and from the field. But when an artist with an eye for the picturesque decided to adopt the garb, it took on a Bohemian air, grouped with tam o'shanter, palette and brush.

More recently the workaday world has laid claim to the smock. Appearing in office, protecting the stenographer's dainty gown, behind the counter in almost any sort of shop, even tending machines in factories, it is now generally accepted as the trademark of the woman worker. It is coming also to have a peculiar place in the home.

One smock-clad young woman who stands behind the smock counter of a metropolitan store is of the opinion that many of her customers know nothing about paints in tubes and camel's hair brushes. Their art contacts, she gathers, consist of little more than an annual pilgrimage with the local woman's club to the Metropolitan Museum. They are evidently not of the business world either, for all their budget talk.

The smocks these women buy are to be associated with carrots and mops. From time immemorial the apron has served the housekeeper as the token of her craft, but now the apron is yielding to the smock even in the kitchen.

The change is not a mere turn of fashion, according to students of feminine psychology. The smock in the kitchen has a deeper significance. Some look on it as an off-shoot of the world of art. When the art department of a metropolitan shop went in for home decoration and patented aids to amateur painters, home-makers naturally gathered there to tint lampshades and stencil scarfs. Nearby they noticed a display of smocks, put out to attract toilers in the studios. But were not they, too, artists after a fashion, and were not their homes studios?

Another reason for the smock in place of the apron is advanced. The woman who has been in business before settling down to become a housekeeper likes a touch of the old life about her and so she keeps to the uniform, cultivating the feeling that she is still earning her living, though on a different sort of job. The woman who has never drawn a pay check also likes to give an air of professionalism to domesticity. The smock, she thinks, lends a certain dignity to housework.

The housekeeper who follows the new order, even if not given to analysis, knows that the garment appeals to her, being comfortable and handy with a desired dash of style; and so it finds its nail in the broom closet.

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He could be so
good-looking—but
..he has that half-clean look

WHAT a disappointment! When she saw him across the ballroom floor he looked so attractive. But "close-up"?

Sometimes you do have to look closely to see pore-dirt. But there's pore-dirt in every face. Even after you wash and shave, pore-dirt lurks in your skin...sallow...gray.

The air you live in all day long, says the Weather Bureau, swims with millions of tiny specks of sooty gray. These tiny specks float onto your face...get into the very pores of your skin—wedged under the surface!

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Watch this pink cream
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When you rub Pompeian Massage Cream into your skin, notice the clean, pink color. But after only a two-minute massage the same cream rolls out—actually gray with pore dirt!

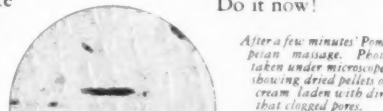
That's what this greatly enlarged photograph shows. See those dark marks?

They are dried pellets of cream—loaded with pore-dirt that just a few minutes' massage rolled free!

Try it yourself tonight. Make sure that when she sees your face "close-up" it will have that fresh, ruddy glow that only Pompeian Massage Cream gives.

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THE BOOKSHELF

(Continued from page 9)

ation to be erudite, calm and Bertrand Russell. Mr. Lippmann set out for (not Lyonesse by any means) but the University of Virginia, said his careful say, and departed north and westwards. Not a drum was heard calling out the modernists, nor a funeral note to summon the fundamentalists. Barbour and Page, illustrious founders of a lectureship, rolled over to sleep anew upon memories of their far-seeing earthly benevolence.

As for the book, it says exactly nothing, and with consummate aptness. It is addressed to the teachers of American youth and discusses two national mistakes, the Dayton Genesis vs. Darwin squabble and the Wm. Hale Thompson vs. Trafalgar Square fracas. Who is in the right? asks Mr. Lippmann. What should teachers teach (with impunity)? he inquires—and without giving any judgment whatsoever, he drops the concrete without hurling it in any direction and approaches the abstract, juggling about such fine principles as truth, rationalism, nationalism, modernism, fundamentalism, and Americanism. He is a judicious lecturer. He offends no one—and enlightens even fewer persons than that. By way of philosophic inquiry he sprinkles solid-sant Socratic dialogues through the book, and in dialogue he is even more non-committal than in straight prose. He pours oil on the troubled waters, he walks between the Scylla of Bryan and the Charybdis of Darrow without a blink toward either. He is unprejudiced, even, sane, tolerant—and very dull for some one hundred and twenty well-printed pages.

Notable Travel Diaries

"Travel Diaries of William Beckford of Fonthill," edited, with a Biographical Introduction by Guy Chapman; the Macmillan Company, Ltd., Toronto; \$12.00.

BY JEAN GRAHAM.

THE two volumes which contain these remarkable diaries record the extraordinary impressions made upon a remarkable mind by travel in various European countries. William Beckford was not the average Englishman. In fact, he was not English at all in type and tastes. He was a bewildering personality—a recluse, an artist and something of a mystic. Mr. Chapman's biographical article is one of the most interesting features in the book and gives a graphic story of the life of this roving connoisseur who saw beauty rather than felt it. He was a singularly solitary man who evidently believed that "he travels the fastest who travels alone." Mr. Beckford's early travels were in Belgium, where he found the great Flemish artists, curiously enough, little to his taste. In Southern Europe he was more at home and found Venice a city of sheer delight. He was extremely sensitive to the charms of nature, and exhibited in his musical prose a descriptive gift of high order, somewhat akin to Ruskin's picturesqueness.

In the churches and art galleries of the Italian cities he found the rich and colorful art that his soul craved. Titian, Raphael and Fra Angelico aroused his profound admiration, and he returned to England, deeply impressed by the wonders he had seen. His home, Fonthill Abbey, was the

shrine for objects of beauty, and William Beckford became one of England's most famous collectors. In fact, the desire to own beautiful objects became a passion with him, and all the great "sales" in London sought the patronage of the master of Fonthill. The neighborhood became impressed with the importance of Mr. Beckford's collection and took a pride in his achievements.

Spain and Portugal did not arouse any enthusiasm in this traveller. In fact, the latter country, both in climate and inhabitants, proved entirely uncongenial and elicited highly uncomplimentary comments.

Mr. Beckford did not confine his investigation to art galleries and cathedrals. He was interested in the industries and politics of the countries he visited and made significant observations thereupon.

"Many nations," he said, "surpass Switzerland in riches, splendor and magnificence; but in most of those attributes which form the solid basis of civil happiness, it may fairly be questioned, whether she may not dispute the palm with any country in Europe." In spite of his appreciation of the beauties of the countries of the Mediterranean, the writer turns to his native land with a just estimate of its worth and declares: "From a survey of the best countries in Europe, I may justly affirm, that in commerce, arts and arms, not one of them stands superior to Great Britain." Thus, it may be seen that Mr. William Beckford, though temperamentally out of sympathy with his countrymen, was politically a son of John Bull and could sing "Rule Britannia" with the best of them. There is a love of nature, rather than a love of humanity, expressed throughout these letters. As the writer of the Memoir admits, William Beckford was "a lonely and secret soul, little lovable but more than a little pathetic."

Three Religious Books

"Studies in Early Christianity," edited by Shirley Jackson Case; Century-McLeod, Toronto; \$4.50.

"The Poet of Galilee," by William Elery Leonard; Viking Press-Trein & Gordon, Toronto; \$2.00.

"Stories From the Life of Jesus," by George S. Carson; Macmillans, Toronto; \$2.25.

By P. E. THORNELOE.

"STUDIES in Early Christianity" is a volume of essays edited by Dr. Case of the University of Chicago and presented to Frank Chamberlain Porter and Benjamin Wisner Bacon of Yale Divinity School in recognition of their long and faithful labors in their respective fields of activity. As these two distinguished scholars lay aside the duty of the classroom a few of their friends and fellow teachers in America and Europe have prepared in their honor the present collection of studies as a partial expression of appreciation and esteem. All of the royalty goes to the library fund of the Divinity School. Dr. Case has given as a labor of love an enormous amount of work to the preparation and editing of the book. It contains nineteen papers upon various aspects of the Gospels by nineteen different authorities representing as many universities and theological seminaries. The book is intended for the use of those who are making an intensive

study of the New Testament and the publishers consider it one of the most valuable additions ever made to the department of religious books. The book in the main would present difficulties to the lay mind but it is obviously not intended for the general reading public.

The Gospel of St. Mark from traditional and structural standpoints receives much consideration. There are two studies on John the Baptist whose significance for the origins of Christianity has come to be more fully appreciated in recent years. There are four studies on Jesus, one on the expression, "The Carpenter," one on his teaching about sins, one on the conception of the Holy Spirit as applied to Him in the synoptic gospels and one on the method of studying his social teachings. Saint Paul also receives a proportionate share of attention. This book should be a valuable addition to the library of Theologians as the many points discussed are treated in a masterly manner.

"The Poet of Galilee" is offered by its author as an antidote to commercializers such as Bruce Barton and sentimentalizers such as Papini. The

book was first published over twenty years ago and had long been out of print, but after reading the work of the above named men, Mr. Leonard felt that some good end might be served in bringing it once more before the public. The personality of Jesus of Nazareth is the theme of the eleven chapters and in the foreword of the earlier edition Mr. Leonard says the argument is meant to be briefly suggestive rather than logically complete. Under such headings as "The Observer," "The Seer," "The Humorist," "The Story Teller," different characteristics of the Master are discussed. The author says in the foreword to this present edition that were he re-writing the book he would stress today more precisely the mysticism in this Poet of Galilee as the well-spring of his self-reliance, of his splendid non-conformity in both creative living and creative speech. The book attempts very little interpretation of the thought and teachings of Jesus. In a reverent and readable way it draws attention to the outstanding and usually little noticed mental and personal qualities of the Saviour. Many who have been disgusted with



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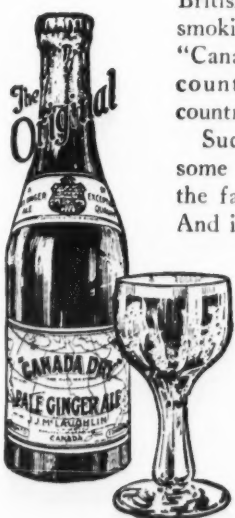
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GUSTAVUS ADOLPHUS II.
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the blatant blasphemy of Bruce Barton's "best seller" will feel that this little book is indeed an antidote to "The Man Nobody Knows."

Dr. George Carson, author of "Stories From the Life of Jesus," has given much of his life to the education of the young, first as a teacher and later as a minister of the Presbyterian Church. He is now joint editor of the "New Outlook," the journal of the United Church in Canada. The preparation of his arrangement of the Life of Jesus was undertaken at the instance of Sir Robert Falconer, President of the University of Toronto. A judicious selection of the outstanding events in the life of Jesus has been made, with brief connecting notes, so that a clear and easily read story is produced. The scriptural words are retained, making it possible for children to become familiar with the simple and dignified language of the Bible and the accounts in the four Gospels are blended in such a manner that harmony is maintained throughout. John Ruskin once said that his mother brought him up on "the stately language of the Bible." And parents who are desirous of doing this will find Dr. Carson's "Life of Jesus" a valuable assistant towards that end.

A Poet Looks at Life

"Dancing Mad", a novel by W. H. Davies; Cape-Nelson, Toronto; 224 pages; \$1.75.

BY N. LIAM DUNNE

"EVERY bed of fame," says the author of the foreword to this novel, "has its hard pea concealed under the mattress, and one of the unforeseen results of Mr. George Bernard Shaw's brilliant introduction to *The Autobiography of a Super-Tramp* has been to cast a shade over Mr. Davies' later prose works." The ambiguity of this remark is most obvious after a perusal of *Dancing Mad*, when one is aware of a feeling that had G. B. Shaw been vouchsafed a seer's glance into the contents of Davies' later efforts in prose, he would have hesitated before sponsoring the *Autobiography*. Shaw's introduction was undoubtedly responsible for much more of the popularity of *The Autobiography of a Super-Tramp* than it would otherwise have gained, and it is fairly obvious that this was an inducement to further efforts in prose writing which Davies found difficult to resist. So we get *The Adventures of Johnny Walker, Tramp, Later Days, A Poet's Pilgrimage*, and *Dancing Mad*.

There is a foreword to *Dancing Mad* by "X", with whom one sympathetically realizes that the only way in which he could cover his embarrassment in having to write the foreword to so poor a novel was by doing so anonymously. "X" earnestly entreats the critics to read Davies' previous works before criticizing *Dancing Mad*, but the critic soft-hearted enough to do this, even if it were worth the effort, has yet to be found!

"*Dancing Mad*" is an absurd account of the reactions of a milk-and-water type of artist to his wife's desire for a little excitement. The setting is middle class London, with which the author is not in the least conversant, and the prose is stilted and affected to a degree that places "Wuthering Heights", for instance, or the Elsie Dinsmore books in a category superior to that which they ordinarily occupy.

In a recent London review some critic possessed of more courage and greater freedom of thought than his contemporaries said, in regard to the novels of W. H. Davies, something about the cobbler sticking to his last: with no intention of being offensive, one might say that Davies can cobble excellent poetry, but that very few readers will travel far on his prose fiction.

Mr. Davies has not had much of the wine of life—he has had bitter tears and milk—and from the manner in which *Dancing Mad* is written, it would appear that when the bouquet of the heady draughts quaffed by his more fortunate fellows reaches his nostrils and disturbs his equilibrium, he probably has the feeling that the unforgivable sin is being committed in his presence.

The New Books

Books listed below by title only are noted thereby as received. Many will be reviewed later.

Fiction

"*Armance*," translated from the French of Stendhal (Henri Beyle) by C. K. Scott-Moncrieff; Boni & Liveright—MacLean & Smithers, Toronto; \$2.50.
 "This Man and This Woman," by Florence Bingham Livingston; Doubleday, Doran & Gundy, Toronto; \$2.00.
 "A Marriage," by Adelaide Eden Phillips; Thornton Butterworth-Nelson, Toronto; \$2.00.

History and Politics

"Politicians and the War," by the Rt. Honourable Lord Beaverbrook; Thornton Butterworth-Nelson, Toronto; \$3.00.

Belles Lettres

"Ralph Waldo Emerson," by Robert M. Gay; Doubleday, Doran & Gundy, Toronto; \$2.00.

Travel

"Diaries of Sylvester Douglas," edited by Francis Bickley; Macmillans, Toronto; in two volumes, \$12.50.

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quin Park offer the best of bass, muskellunge and trout fishing.

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For general holidays such resorts as Muskoka Lakes, Lake of Bays, Georgian Bay, Kawartha Lakes, and Lakes Couchiching and Simcoe are recommended.

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Less Cruel Bull Fights

THE new horse armour which is now prescribed for Spanish bull fights, has proved a great success. This reform, which, it is said, was introduced because of the Prince of Wales's refusal to attend a bull fight in Spain owing to the cruelty to the

horses, now enables these animals for the first time in the history of bull-fighting to leave the arena on their own feet. The new armour is known as "Peto," and with its bright red and blue colouring adds to the picturesque effect of the arena. Now that the bull can no longer rip open the flanks of the horses, the danger to the picador has enormously increased. A better mount for him has, therefore, become a necessity, and has given the Spaniards a new interest in bull fighting.



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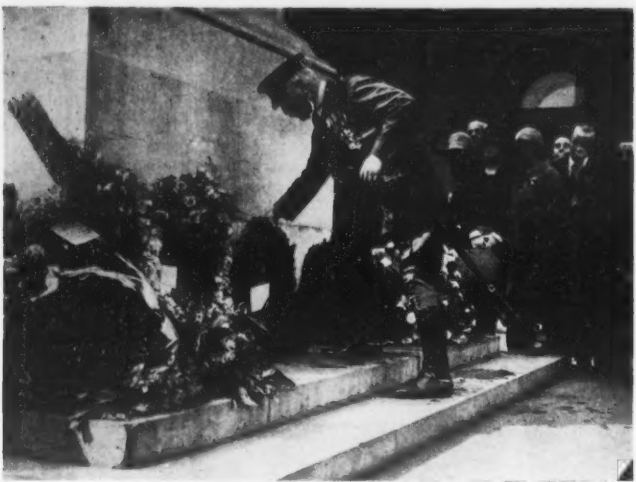
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Buick	Heavy	Medium	Hudson	Heavy	Medium	Pierce-Arrow	Heavy	Heavy
Cadillac	Sp. Heavy	Medium	Hupmobile (6 and 8 cylinder)	Heavy	Medium	Pontiac	Heavy	Medium
Chandler (Sp. 6)	Heavy	Medium	Jordan (6 and 8 cylinder)	Heavy	Medium	Reo	Heavy	Medium
Chrysler (all other models)	Heavy	Medium	La Salle	Sp. Heavy	Medium	Rickenbacker	Heavy	Medium
Chevrolet	Heavy	Medium	Lincoln	Sp. Heavy	Medium	Rolls Royce	Heavy	Heavy
Chrysler (Imperial Eighty)	Sp. Heavy	Medium	Marmon (8 cylinder)	Heavy	Medium	Star	Heavy	Medium
Chrysler (all other models)	Heavy	Medium	Marmon (all other models)	Sp. Heavy	Heavy	Studebaker	Heavy	Medium
Dodge (all models)	Heavy	Medium	Nash	Heavy	Medium	Stutz	Sp. Heavy	Heavy
Durant	Heavy	Medium	Oakland	Heavy	Medium	Vauxhall	Heavy	Medium
Erskine	Heavy	Medium	Oldsmobile	Heavy	Medium	Whippet	Heavy	Medium
Essex	Heavy	Medium	Overland	Heavy	Medium	Willys-Knight (4 cylinders)	Ex. Heavy	Medium
Ford (model "T")	"F"	"F"	Packard	Heavy	Medium	Willys-Knight (6 cylinders)	Sp. Heavy	Medium
Ford (New)	Heavy	Medium	Paige	Heavy	Medium	Wolverine	Heavy	Medium
Franklin	Sp. Heavy	Medium	Peerless (90, 70, 72)	Sp. Heavy	Heavy			
Graham-Paige	Heavy	Medium	Peerless (all other models)	Heavy	Medium			



ANZAC DAY IN LONDON
The High Commissioner of Australia, Gen. Sir Granville Ryrie, placing a wreath on the Cenotaph.

PLACES

Lantern Street

GAYEST of all streets in Peking is Lantern Street. Looking down the quaint crooked little thoroughfare, the stranger is enchanted by the bewildering multitude of lanterns that hang in front of the shops—lanterns tinted pink, yellow, green, orange, vivid blue and sanguinary red, and shaped to represent pagodas, butterflies, crabs, fishes and fearsome dragons and demons. There is the ornate, ceremonial lantern with painted silk transparencies, lacquered base and pendants of jade that may be folded and carried away under an arm. There is the large globular lantern of horn that looks extraordinarily as if it had swollen and is about to burst; these are daubed in red with the ideograph signifying happiness and hung in the courtyard to guide the feet of guests. There is the lantern designed like a miniature theatre which by an ingenious mechanism operated by the rising heat from the candle sets cardboard actors and actresses to perform in a silent and shadowy drama. There are dainty feminine lanterns for the boudoir, not much bigger than a powder puff. But I like best the small cylindrical lantern, made of cheap paper and decorated simply with the faint tracing of a fat god, that is bought by the ricksha coolie for five copper cash, god and all.

For all his struggle to live, the Chinese has never abandoned his fondness for the lantern. It was used by him long before Diogenes carried one. It is an article of utility, an essential in household decoration, a factor in superstition, a touch of color in the drab Chinese landscape. It is carried by the coolie, hung in the garden and home of the mandarin, displayed at funerals and weddings and is supposed to be visible to the dead.

If the spirit of an ancestor wanders restlessly from the cemetery and returns to his earthly home to mingle unwelcomed among the living, a son will take a lantern and, reverently leading the way back to the cemetery, will place the lantern on the grave, that the spirit, seeing it, will rejoin the ancestral bon s. The old Empress Dowager Tzu Hsi used to caution her guests that if, while strolling in the palace gardens at night, they saw lanterns floating in the air, they should not be fright-

ened, because they would be lanterns carried by the ambulating spirits of ancestors who were uncomfortable in their graves. During the Feast of the Hungry Ghosts, celebrated in the Seventh Moon (late August or early September), lanterns are hung in courtyards, doorways and streets and set afloat in myriads on canals and lakes to apprise the wrathful ghosts of unworshipped and hungry ancestors that the public in general has only the most amicable feelings for them. The floating of ten thousand lanterns on the lake at Nanking formerly attracted throngs of people who, assembled on the Nanking wall, looked down on the spectacle as if a piece of the sky twinkling with stars had fallen from heaven. The light in each tiny lantern went out because, it was supposed, a ghost had seized it and carried it into the next world.

It is an old custom that required the payment of debts on New Year's Day. If a man fails to pay a debt, the creditor the next day will call upon him, carrying a lantern to simulate the fiction that it is still the night before, and the creditor may pay his debt without losing personal prestige. In a village no respectable person will prow around at night without carrying a lantern lest he be suspected of evil motives or be arrested by the watchman as a potential thief. A villager is required by law to have his character name written on his lantern.

Not long ago the Chinese soldier, along with his fan, umbrella and teapot, carried his lantern into battle. During the Boxer uprising the Chinese soldiers at Tientsin advanced at night on the invading foreign troops with sword in one hand and lantern in the other, naively oblivious to the disadvantage of being illuminated.

Back of each shop in Lantern Street is the workroom where the lanterns for that particular shop are manufactured. The master is an artist with white hair, bent figure and weak eyes; his apprentice, a boy who, working three years for nothing, hopes eventually like his master to earn \$20 a month; and his assistants, women and girls, who work for wages incredibly small, create from the confusion about them things of evanescent beauty. The room, though squalid, is a chaos of dazzling color. There repose in heaps over floor and benches silks and tassels, jade pieces, slabs of horn, bits of bright lacquer, and on racks near the ceiling un-covered frames that re-

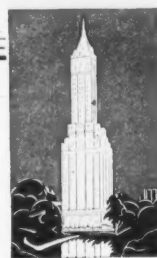
semble the skeletons of queer prehistoric animals.

If it is to be a work of art, the lantern before it is assembled requires preparations painstaking and minute. The design must be sketched, the color scheme selected, the base carved and lacquered, the frame made and the transparencies, whether of silk, glass or horn, chosen with a view of their fitness for the pictures that are to be painted on them. The artist stretches the silk over the frame with a care to prevent wrinkling, applies a solution of alum and, squatting at a window with his back to the light and his pigments about him, paints as intently as a Western artist sitting at his easel. The large horn lantern is embellished generally with a simple ideograph, or "word picture", brushed on swiftly with rough but exquisite grace. The decoration on the panels of a square or octagonal lantern may be a landscape, embracing a stream, a winding road, a crooked bridge and a couple of ruminating sages who gaze at mountains in the distance or sit under a plum tree in the foreground; or it may be a picture depicting a story of legendary heroes, warriors, scholars, emperors, fairies, ghosts or gods; or it may be a theme of flowers or animals—chrysanthemum, peony,

black orchid, pine or a branch of willow, or fox, cat, cock, crane, butterfly, cricket or dragonfly alighting on a trembling leaf.

Out of a "hutung", or lane, in Peking in the darkness of a summer night there darts a flock of laughing ricksha boys. Each boy carries swinging from a shaft of his vehicle a small paper lantern. The motion of the lanterns awakes on road and walls a host of leaping shadows with which the boys appear to be running a race. Presently the rickshas round a corner and enter the Legation Quarter. The lanterns gleam through the trees flickeringly for a moment and disappear. But from the distance the legation buildings throw back an echo that is like an echo of the laughter of children.—Thomas Steep in The New York "Times".

I LIKE few pictures, says George Blecher, the black and white artist. Watercolours and etchings are principally suited to the small modern room. They should not, in my opinion, be suspended from the picture rail by long wires, but hang flat against the wall, for in the latter way they become a part of the wall. Humorous pictures might help despondent people considerably.



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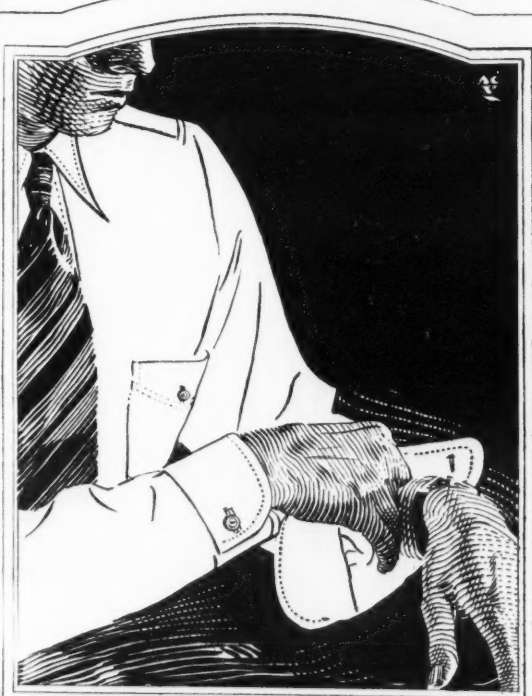
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WITH ARROW COLLARS ON OR TO MATCH

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MONUMENT TO UNITED EMPIRE LOYALISTS
Mr. Sydney March, of the famous sculptor family, at Farnborough, Kent, has completed a group of the United Empire Loyalists which is to be cast in bronze and erected at Hamilton, Ontario. The group which depicts a settler showing the plot of land (granted by the British Government to loyalist subjects in America who preferred to remain British) allotted to him by ballot, to his wife.

SCIENCE

Fossil Power

AIRPLANES fly on fossil wings as surely as were they pterodactyls. What supports them is fossil power. Except for the pint or two of synthetic gasoline which has been made laboriously and expensively in chemical laboratories out of hydrogen and sugar and other materials, every drop of gasoline or naphtha or benzol ever available to be burned in an airplane represents the power of fossil sunshine stored millions of years ago as coal, petroleum or natural gas. When Mr. Ford suggested recently to the Franklin Institute in Philadelphia the desirability of some new fuel for aircraft, what he was proposing, in reality, was to throw away the ancient fossil that now moves all the world's propellers and to find something new and better to take its place. No very tangible possibilities, it is true, are in sight, but when Mr. Ford is in his own field of transportation his optimism has a way of turning out to be real. At the least, it is a service to be shown just what the problem is.

To think of airplane gasoline as mere fuel is an incomplete view. In reality it is canned power. Any way of storing power in substances of little weight and bulk would do as well. This trick of storage is commonly done, either by nature or by man, in the form of chemical energy. The sunlight of carboniferous days was condensed into the chemical energy of coal. This energy we now extract from coal or oil and give bodily substance in gasoline. Combination with the oxygen of the air

frees this long fossilized energy to drive the engine. Were the process less familiar it would seem unforgivably complicated and inefficient. The practical problem is to find a simple method of doing the same thing; some way to take the energy of modern sunlight or winds or waterfalls and put it into storage so that airplanes can carry it with them.

It is true enough that no open road is visible. Even Mr. Ford foresees, one imagines, the need instead of the answer. Mr. Edison is reputed to resort, when confronted by some blank wall, to what research men sometimes call the "Edisonian method." He hunts around at random, it is said; tries out every tool or chemical he sees, regardless of its logical possibilities; sometimes he finds some unexpected line of attack. Perhaps the method would be useful here. If some industrious scientific student deliberately washed out of his mind everything that anybody thinks he knows about ways of storing power and set out to try all kinds of presumably useless possibilities, he might accidentally turn over the stone beneath which was the prize. The idea is not unworthy of attention by persons contemplating the endowment of research.—New York "Herald Tribune".

FUN

In Code

A COLUMBIA professor and his wife, returning late from the theatre, found the following note from their Swedish maid: "Miss max goldcup sozun yegomom golem-

up nomede holet z gonebe golemup." The professor has spent his life in research and he sat down to this problem with fine ardor. By midnight he had it figured out: "Miss Max called up. So soon you come home, call them up. No matter how late you are going to be, call them up."—"The New Yorker".

The Willing Spirit

THE best of recent (to us anyway) stories about tipsy folk concerns the gentleman who phoned his hostess one twilight that he was very drunk indeed and had decided not to come to her formal dinner that night. She implored him—he is a wit and a handsome fellow—to plunge into a cold shower, for her sake, and appear somehow or other. An hour later he did appear, clad, the lady was relieved to see, in the conventional things and able to carry himself off as brilliantly as ever, even up to a happy phrase when he took his departure. Thus she was greatly surprised to receive a note from the gentleman the next afternoon, written in obvious distress. He was so sorry, he wrote, and he begged her forgiveness for something which was, he realized, unforgivable, but he had been suddenly

called out of town on urgent business the day before and that was why he had not been able to attend her dinner.—"The New Yorker".

LIKE AN ARABIAN NIGHT'S ADVENTURE

Have you ever wished to see with your own eyes deep-caverned valleys, snow topped mountains, rugged pathways that lead adventurous souls from the heart of forest lands up the rocky, misty heights? All this is part of the magnificent panorama of mountain, glacier and racing stream that you can see and enjoy as you travel through to the Pacific Coast and to Alaska.

On the way there you can stop off at Jasper National Park—see the wonders of this greatest of Canadian playgrounds.

Then leave civilization behind for a day or two as you pass through range after range of mighty forest-clad mountains. Taste again the joy of city life at beautiful Vancouver and Victoria. Then take the far-famed trip through the scenic seas of the North Pacific Coast to Alaska—the land of the Midnight Sun.

Low tourist fares are now in effect. The complete cost of the trip is surprisingly low—well within reach of the average person. This way you really see the West. Ask any Canadian National Railways Agent for full information and literature on these tours. He will be glad to assist you to plan your itinerary.



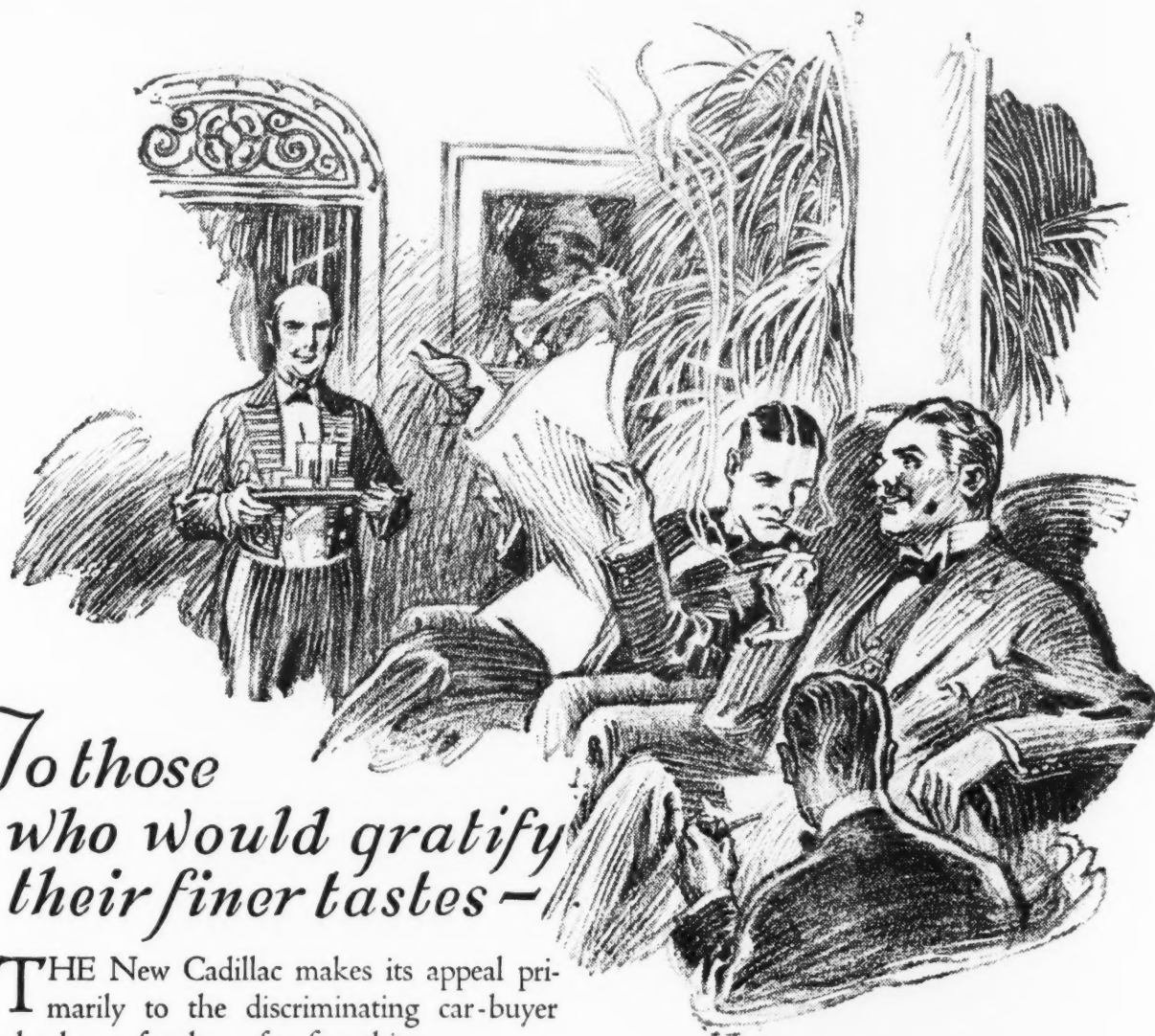
A New Light On Spending

SPEND your money in a bank? Why not? You can buy happiness, security, self-respect, there—as well as new money through compound interest.

Ask for our booklet, "The Uses of a Bank"

Spend Your Money In a Bank

The Royal Bank of Canada



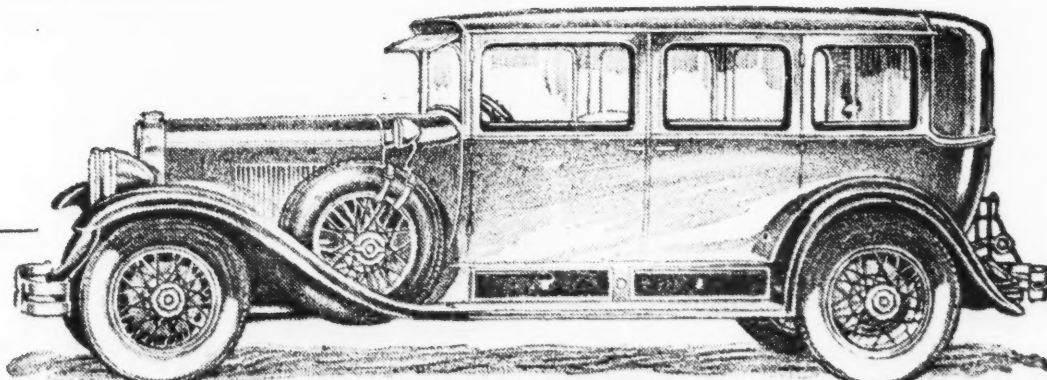
To those who would gratify their finer tastes—

THE New Cadillac makes its appeal primarily to the discriminating car-buyer who has a fondness for fine things.

Nevertheless it is gratifying to realize that one pays no premium for Cadillac prestige . . . that the New Cadillac, with its enhanced luxury, beauty and impressiveness, is an automobile investment uniquely attractive among the world's finest cars.



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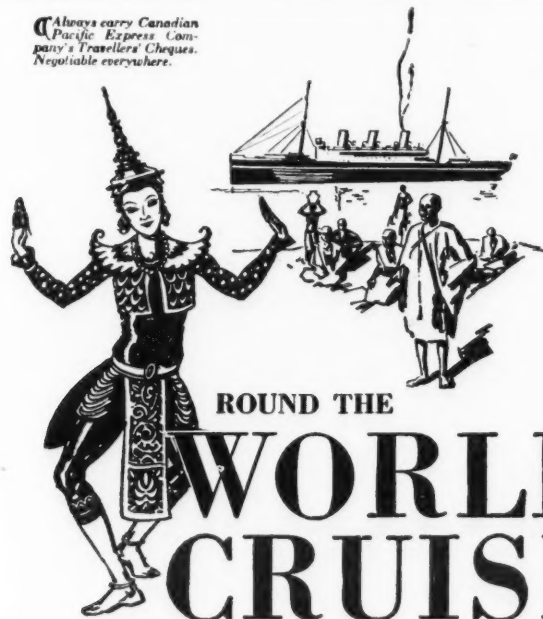
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Always carry Canadian Pacific Express Company's Travellers' Cheques. Negotiable everywhere.



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WORLD CRUISE

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Next winter, extra features! Extra days, too, making 136 in all. Extra countries, notably Siam; with all the outstanding features of former years retained. Christmas in the Holy Land; New Year's in Cairo; India in January; plum-blossom time in Japan. Remember the Canadian Pacific record—never a port omitted or a call cancelled. One management, ship and shore, with experienced cruise staffs and resident agents in principal ports. Cruise-wise people know the advantage of booking early, when rates are as low as \$1900.

South America-Africa Cruise
From New York, Jan. 22, 104 days. The cruise to untoured lands—to pampas and veldt—to primitive people and wild animals—to sparkling cities and diamond mines. S.S. "Empress of France." As low as \$1500.

Mediterranean Cruise
From New York, Feb. 4, 72 days. Almost three weeks in the Holy Land and Egypt. Malta, Malta, Venice, Dubrovnik. S.S. "Empress of Scotland." As low as \$900.

Plan of ship and itinerary from your own agent, or write

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GENERAL AGENT, OCEAN TRAFFIC
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Never again need you guess about the kind of oil to put into your crank case.

After five years of research, the lubricants division of the Society of Automotive Engineers has made known its findings.

All grades of lubricating oil for gasoline engines have been standardized.

When the big news came out, it was found unnecessary for the

British American Oil Company to make a single change in Autolene.

This heat-resisting, friction-fighting, lubricating oil met every rigid requirement of S.A.E. standards.

Now you know. Let Autolene Oil improve the efficiency and prolong the life of your engine.

Extra Quality... Safety... No Extra Cost... Look for the familiar red, white and blue sign.

A Grade for Every Size and Make of Car.

Light	- - - -	S.A.E. Std's 20	Medium	- - -	S.A.E. Std's 30
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SATURDAY NIGHT

FINANCIAL SECTION



Safety for
the Investor

TORONTO, CANADA, JUNE 23, 1928

P. M. Richards,
Financial Editor



HON. J. L. PERRON
Minister of Roads of the Province of Quebec and senior partner of the firm of Perron, Taschereau, Vallee, Genest and Perron, Montreal, who has been elected to the Board of Directors of the National Brick Company of La Prairie, Limited.
—Photo by "Who's Who in Canada"

Giving Gasoline Away

Present Motor Fuel Was Drug on Market in Early Days of Ontario Producers—A Bounty For Honesty

By VICTOR LAURISTON

EVERY row and then some black-hearted pessimist arises on his hind legs to predict solemnly and gloomily that within ten, fifteen or twenty years the world's petroleum supply will peter out. Only the very rich will be able to buy gasoline. The flivvers will be beaten into carriages again, and the horse will return to his own. And pedestrians will once more be able to traverse the streets without risk of populating the graveyards.

A gasoline shortage would mean all this, and a great deal more.

Yet it is not so many years since gasoline was a drug on the market. Canadian petroleum producers, among others, hardly knew what to do to get rid of the dangerously explosive substance.

They had to extract it from the oil in order to make kerosene safe to burn in lamps. And, having, at considerable expense, separated the gasoline from the other constituents of crude petroleum, what was there to do with the perilous stuff? They couldn't sell it. More than that, they couldn't give it away.

Had any prophetic-minded individual, in those days conjured up a vision of the numerous resplendent wayside stations nowadays devoted to the sale of gasoline, he could, for the mere cost of providing storage, have laid in a stock of gasoline ample to maintain him in business for several lifetimes. All he needed to do was to drive up to an old-time refinery, fill his tank wagon, and drive away again. And the old-time refiners would have hailed him as a kindly providence.

Unluckily, none of us had foresight enough to think of doing any such thing.

Years ago an old Petrolia refiner and oil producer told of those amazing days when gasoline could not be given away, let alone sold.

"Bear Creek was lined with little refineries with their old-fashioned, cheese-box stills," he said. "The chief product was kerosene or lamp oil. It smoked and smelled of sulphur, and had a yellow look; while the American oil was white and clear. So Canadian oil always sold some five or six cents cheaper than the imported product. And the Grits raged against Sir John M. McDonald for taxing the poor man's light. The coal oil tariff was a favorite subject for denunciation, particularly on the back concessions, whenever a political campaign was in progress.

"Working out some process that would make the Canadian kerosene equal to the American product was one of the refining problems of those days. We tried, and tried, and never could get it just right. And another problem was to get rid of the gasoline. Most of the refineries solved that problem by letting the stuff run into Bear Creek. It wasn't an entirely safe method of getting rid of it, but it was the least risky method we knew. I dare say enough gasoline was got rid of that way to run Canada's motor cars for a good many years."

And then—the internal combustion engine was invented. The motor car crept into existence and leapt into popularity. Gasoline was in instant demand. And, instead of dumping their gasoline into convenient creeks, the refiners devoted their inventive energies to the task of devising methods of getting more gasoline out of the crude petroleum. In the last few years several so-called "cracking processes" have been invented for the purpose of securing a larger proportion of gasoline or motor spirit to run the world's motor cars.

A piece of Canadian legislation, wiped off the statute books only a few years ago, served to throw a curious side-light on the early gasoline problem.

As has been stated, the Liberal opposition at Ottawa declaimed in Parliament and on the hustings against the iniquity of the tariff on coal oil. And, in strict accordance with their promises, the Fielding tariff of 1897 admitted crude petroleum and petroleum products duty free.

(Continued on page 27)

Will the Middleman Survive?

"Profitless Prosperity" Turns Attention of Manufacturers to Costs of Distribution—Analysis of Comparative Efficiency Demands Drastic Abandonment of Obsolete Methods—Revolutionary Changes of Past Ten Years

IN THE days when machinery was expected to last for a generation and when annual repairs and replacements required only a small proportion of current earnings, the established concern with a plant in full operation had an overwhelming advantage over new competitors entering the field. In that day, reserves for depreciation and obsolescence were frequently regarded as a bookkeeping device to conceal surplus profits, and a large reserve of this character was considered as a probable basis for the declaration of extra dividends.

Today, invention is producing new processes and new machines with such rapidity that many varieties of machines are no longer expected to last more than five to eight years, and the company which fails to make constant replacements quickly finds itself unable to compete with some new competitor with new machinery, new methods and lower costs. It requires perspective and courage to scrap a well built plant which does not happen to be arranged in a manner which permits efficient operation. Machinery which has been the pride of the industry only a few years before may quickly need replacement when new inventions make it comparatively inefficient. There is no psychological difficulty to prevent the newcomers from building an adequate plant, buying the latest machinery or installing the newest and most efficient methods.

In general, the strongly established merchandising house, which has little requirement for machinery, is likely to maintain its competitive position for a much longer period than a manufacturing organization. Because of the constant improvement in machinery, the factor of obsolescence plays a larger part in manufacturing than in distribution. It is this factor which so frequently causes the manufacturing concern which leads the field in one generation to fall into second place or to require complete reorganization only a few years later. Even the impersonal administration which characterizes corporate ownership is not sufficiently free from the pride which comes with the building of the organization to look with equanimity upon the necessity for fundamental change. In few cases are the men who build the new industry sufficiently free from this pride in their own achievement to endure the constant change necessary to keep the company foremost in its field. In the long run, business favours the young man with the new ideas, the new methods and the new machines, but those which are new today must in turn give place to those which will be new tomorrow.

Under the conditions of modern industrial competition, the policy of the corporation with reference to research, reserves and obsolescence may be considered of special in-

terest in estimating the probable future trend of its development. Conscious recognition of this necessity for constant improvement in methods, technique and machinery, is the factor which European investigators are finding as the basic reason for the rapid expansion of manufacturing in the United States, and the widespread reconstruction program of France has involved supplying the latest equipment by a large proportion of French industry.

Judging by present trends, says the Royal Bank of Canada in its current monthly letter, the most important probable changes in the immediate future are those in the system of distribution. The spreading scope of the chain store and the mail order house, the effort to displace the middleman and to sell direct from manufacturer to retailer; or in a few cases, such as the automobile and artificial refrigerator, the effort to sell direct to the consumer through agents of the individual manufacturer, and the tendency toward amalgamation with a view to securing more adequate capital resources and reduced overhead are significant of the close attention which is being given to reducing the cost of distribution.

Among the more important efforts toward application of scientific methods in retailing were the studies of inventories made by the Harvard Bureau of Business Research. In the course of one of these investigations, co-operation was secured from chain stores and hundreds of groceries throughout the country. After making a comparative study of the daily sales of a large number of these grocery stores, the Harvard Retail Bureau was able to make definite suggestions concerning a balanced inventory. Many of the groceries reduced or sold out their stocks of slow moving goods, and otherwise adjusted inventory to statistically probable turnover. By these measures, the total turnover of the groceries was substantially increased. It became possible to reduce the selling price to the consumer and profits were maintained by means of a larger turnover over the year rather than by a wide margin of profit on the individual item. The grocers who co-operated in this project secured more detailed knowledge of their costs and an appreciation of the best means for distributing the cost of overhead.

It has been discovered that the typical chain store handles less than seventy-five individual items, whereas the typical grocery carries nearly ten times that number of items and the large groceries, catering to a select clientele, four to five thousand items. To no small extent, the comparatively low overhead cost per sale in the chain store

(Continued on page 26)

GOLD & DROSS

NORANDA QUOTATIONS TOO HIGH

Editor, Gold and Dross:
I hold 100 shares of Noranda bought at \$28 about six months ago. Would you advise selling now or buying more?
—S. J. Pembroke, Ont.

An advance of \$35,000,000 in valuation of Noranda as shown in the recent increase in quotations for shares does not appear to be justified by the results at the mine. It is correct that a very important body of ore has been encountered at 975 feet in depth, but there has only been a very limited amount of work done at that point. In the meantime, former diamond drilling had not indicated more than moderate grade ore at depth. It would take more than one plume to justify an increase of \$35,000,000 in valuation of the mine.

There is no doubt but that the new development has brightened the outlook for Noranda and has really saved the enterprise from the serious disappointments which appeared to be looming up. However, I would feel inclined to await further developments before growing too enthusiastic.

SATURDAY NIGHT TREMBLES!

Editor, Gold and Dross:
I have read your recent article on O. J. Brooks. I am quite a heavy shareholder of Brooks Steam Motors Limited and also have some stock in Brooks Steam Motors Inc., and have come to the conclusion that the Canadian company owes its present position to some, including your paper, who are making the shareholders suffer for their personal grudges. I have gone pretty thoroughly into the chances of success for Brooks Steam Motors Limited, and have come to the conclusion that Mr. Brooks is the only one who will put this company on its feet and the only one capable of making my investment in the American company successful.

I appreciate the difficulty he is having, due in great part to your opposition. I took the matter up with a friend of mine who is one of our leading lawyers and was informed as follows:—"That once a client of his (at that time a beginner in the mining field whom you were then trying to damn with all your venomous equipment, now a very successful mine paying large quarterly dividends) came to him asking advice as to how to stop this ruinous publicity. His advice was to try advertising in your paper, and the damning stopped immediately. I don't like that kind of business but nevertheless I intend suggesting this possibility to Mr. Brooks."

My friend also told me of the method of another of his clients which was successful in stopping some of your attacks. This man went down to your place and beat up the person responsible.

I can't place the advertising for the company, but I am determined to put a stop to this damning publicity campaign at my expense and give my investments at least a fighting chance to succeed even if I have to come to this last mentioned method of stopping it.

Well, well, well! So we are going to be beaten up! Though not, we judge, by the writer of the above personally, as his failure to sign his name to his communication does not indicate that he is possessed of much courage. We are proceeding at once to put our office in a state of siege, and are laying in a stock of machine guns, Mills bombs, etc.

We trust that our gentle correspondent will suggest

to Mr. Brooks the possibility of stopping our adverse comments by giving us advertising. We rather think he will notice Mr. Brooks smile, for Mr. Brooks will remember that he has tried the same course on a number of occasions—without success. Not only has Mr. Brooks sought to silence Saturday Night by offering us advertising at a very profitable figure, evidence of which is contained in letters in our files, but he has even employed lawyers' letters in an endeavor to force us to accept it. These documents are also in our files. Of course Saturday Night has never accepted advertising from Mr. Brooks, nor will it do so at least as long as Mr. Brooks uses the business methods that have distinguished his operations in the past.

Our anonymous correspondent's statement that a mining promoter was able to silence us by giving us advertising is somewhat humorous in view of the fact that until a few months ago Saturday Night never accepted the advertising of mining companies, other than dividend notices in selected cases, although it has lately

(Continued on page 26)



LT.-COL. JOHN H. PRICE
President of Price Brothers and Co., Ltd., and a director of the Royal Bank of Canada, who has been elected to the Board of Directors of William Hamilton, Ltd., Montreal.
—Photo by "Who's Who in Canada"

World Motor Outlook

Demand for New Construction Must Inevitably be Satisfied—Registration and Output Figures Reveal Trend

By GILBERT C. LAYTON, in Barron's Weekly

MUCH has been written during recent years regarding the desirability of European manufacturers adopting large-scale mass production on American lines. The works of the Ford Motor Co., in particular, have been held up as a model of industrial efficiency. The advocates of mass production, however, have overlooked the fact that it has been practised outside America in the motor-car industry for some years past with considerable success.

It has, in fact, resulted in the conversion of the automobile from a luxury into an article of general use owing to the great price reductions which have been rendered possible. The consistent reduction in the price of the product of the motor industry has, indeed, been one of its most remarkable features in recent years. On a gold basis, for instance, current prices of British private cars and commercial vehicles are 47 per cent. and 37.6 per cent. respectively below the pre-war level. Details can be seen from the following table based on figures compiled by the British Society of Motor Manufacturers and Traders:

	Index of gold prices	Private-car prices	Commercial-vehicle prices
1914	100	100	100
1922	74.8	69.7	67.8
1923	67.1	62.2	62.2
1924	56.6	61.4	60.6
1925	56.1	60.6	60.6
1926	53.0	60.4	60.4

*Estimated on basis of first six months.

The United States is still the greatest motor-manufacturing nation, largely owing to the fact that the domestic market is so large. At the present time there are about 23, 600,000 motor vehicles registered in that country, representing no less than 85.22 per cent. of the world's total. Europe comes next with 3,090,936 or 11.21 per cent., followed by Australasia with 486,710 or 1.76 per cent., Asia with 323,857, or 1.17 per cent. and Africa with only 185,634, or .64 per cent. As regards individual countries, the largest motor users are:

United States	22,137,334	Italy	133,000
Great Britain	1,045,282	New Zealand	124,224
France	891,000	Brazil	104,561
Canada	824,139	India	100,012
Australia	361,490	Sweden	94,925
Germany	296,516	Belgian	92,192
Argentina	222,610	South Africa	84,212
Spain	137,803	Denmark	75,594

The following table shows exports from the principal manufacturing countries:

	U.S.	France	Italy	Canada	U.S.	Total
1923	6,259	30,323	12,750	69,920	151,894	271,746
1924	15,600	47,127	19,574	56,656	178,922	317,679
1925	29,061	61,471	29,041	74,149	302,924	496,646
1926	33,113	59,768	34,194	74,322	305,256	506,653
1927*	21,270	25,670	18,402	36,085	214,435	315,862

*First six months.

1926 the exports of these countries compared with their total production were as follows:

	No. of cars produced	Exports as % of production
United States	4,223,170	7.2
Great Britain	180,000	18.3
France	210,000	28.4
Italy	55,000	62.1
Canada	205,116	36.1

The position of the United States motor industry is particularly interesting. It exported in 1926 only 7.2 per cent. of its production compared with Italy's 62.1 per cent. although no doubt in the Canadian total of 36.1 per cent. many cars of American origin could be traced. This means that America's chief outlet for its production is the home market, and already this seems fairly well supplied as there is reckoned to be in the United States one car to every seven of the population. On

(Continued on page 26)



C. B. HOWARD, M.P.
Well-known lumber man and financier of Sherbrooke, Que., who has been elected to the Directorate of the Canadian-Connecticut Cotton Mills Limited.
—Photo by "Who's Who in Canada"

MUSIC

(Continued from Page 7)

stead of using the pretentious grand opera style, the composer could have been considerably more successful by drawing more generously from the rich store of folk music."

The libretto of Boleslav Lukac tells the story of a young Slovak peasant who gets into trouble by killing the King's falcon. His rival denounces him and he is imprisoned. As he is about to be put to death, the King arrives unexpectedly and pardons him. This naive subject affords an opportunity for effective use of picturesque settings.

The opera was produced by Director Nebdal, who has done much for the cause of Slovak national art.

*
The Wood and the Trees

I SOMETIMES wonder whether there is not something fundamentally incompatible between music and drama; whether, like bad conversationalists, they do not merely interrupt each other, or crowd each other out rather than help each other out, writes Horace Shipp in "The Sackbut," London. In the opera which we choose to call "Grand," one watches the action standing politely aside whilst the triumphant music works out its own salvation; in the lesser form of ballad opera and of the musical play, there may be more give and take, but the feeling often is that of the stage being alternately cleared—the action retiring to the wings whilst a song number has a turn, and then returning to do the whole business itself until the next interruption. Only in ballet, where the action itself approximates to the abstraction of music, does one feel the complete union to be occasionally achieved.

The opera patrons cheerfully accept this condition of the art, and are little interested in anything but the musical interpretation. When they want action they turn to one of the innumerable crook or mystery plays, or direct their limousines to The Elephant and Castle Theatre where Sweeney Todd, or Jack Shepherd, provides entertainment for the best people and are the intellectual vogue. The musical-comedy public, reacting without sophistication to the passing moment, divide their minds as completely and as often as the stage development demands: now they follow the story such as it is, now they are completely swamped by some piece of comedy business which more or less belongs to the story, but anyway is being shown, now they have given themselves over with equal thoroughness to a song or dance item. They take the revue mind to the musical play; they bring away an impression about as synthetic as a Woolworth's store.

The reflection was forced upon me when I saw "The Show Boat" from the altitude of what in my young days was termed the gallery (or more briefly, "gods") but now boasts the Latin patronymic of amphitheatre. Let me hastily explain that this does not indicate the complete collapse of my own fortunes but the safety of Alfred Butt's, for all other available seats had been booked by less impetuous people than myself; only the pit and amphitheatre were possible, and as the pit is always a loathsome place, combining the disadvantages of the stalls with all others, I studied "The Show Boat" and my fellows in the high places.

Three young men immediately behind me treated the production as only the more elderly and earnest critics might be expected to treat "Tristan und Isolde." Two of them at least had been to see it at least once before, and as it had been running for seven consecutive performances this might be regarded as a tribute. They indicated to their companion when his attention should be especially galvanized; they hummed, whistled or sang most of the more catchy tunes; they beat out the rhythm of the dances in a manner which might have excited the envy of Herr Bruno Walter; they approved boisterously of Mr. Cedric Hardwicke's one-man show as a complete melodrama at one part of the production, and they approved even more of a stomach dance by a Nautch girl in the Chicago World's Fair scene. But they did not have the foggiest notion what "The Show Boat" was all about. So far as the story was concerned they might have been attending one of the exquisite performances by the Russians of Moscow Art Theatre, or listening to Gluck's "Armide" at Covent Garden in German so vocal as to be completely abstract. When, in the thirteenth scene, the passage of time was indicated to have reached approximately our own day by the displaying of a board in a newspaper office window mentioning Lindbergh's triumph, they scented and resented an anachronism with all the flair of a bright young critic spotting errors in modern-dress Shakespeare. When Miss Edith Day stepped down a generation and acted her own daughter, they discussed and



DAME MADGE KENDAL

Photograph of a painting of the veteran actress by Sir William Orpen, R.A.

finally solved the mystery of this duality. Perhaps because of the demonstrative nature of this trinity I myself found that the gentleman who bears the fearsome title of Oscar Hammerstein II, had not conveyed very clearly the substance of Miss Edna Ferber's novel upon which the play is based. And, like them, I regarded my wood as a collection of varied and entertaining trees.

The honors aesthetically went straight to Mr. Paul Robeson, whose business is to bring out the theme of the piece by his singing of "Ol' Man River." Mr. Robeson has that kind of banjo voice which manages to create its own harmonics and to be about three voices at once, and doubtless has some wonderful technical name if only Ursula Greville or some musically wise person would tell me what it is. With or without a name, however, his singing is a delight, and his stage personality has that aspect of bigness which makes him a friend despite the intervening footlights. Although "The Show Boat" has an exceptional share of catchy tunes supplied by Mr. Jerome Kern, my young men and most of the rest of the audience moved from the purlieus of Drury Lane to civilized highways acclaiming that "Ol' Man River goes a-rolling along," and generally preparing the way for that song to become a folk-song of the Metropolis as it was once a folk-song of the plantations.

Miss Edith Day and Mr. Howett Worster had both musically and dramatically a great deal of sentimental stuff which remained sectionalized and would not come into any shape other than that of separate items. Possibly it was that the effort to put into a musical show the whole of a long novel extending over two or three generations gave no opportunity to develop the characters nor to make the action convincing. Mr. Cedric Hardwicke as the comic man was much more consistent and seemed a great favorite; but then Mr. Hardwicke manages always to convey his peculiar humor of the little man harassed by fate and females. I doubt gravely whether my young men ever settled his relationship to (a) Julie and (b) Magnolia, although they anticipated his sallies and slapstick.

Was the fault peculiar to "The Show Boat," or is it something which is inherent in almost every attempt to link music with drama? Or were the young men who symbolized so adequately the whole audience, themselves to blame? And were these young men different from those others whom we passed hastening to Covent Garden to follow as best they could the fortunes of Siegfried? Who shall say?

*
Note and Comment

THE committee for the presentation, the evening of June 23rd next in the Montreal stadium of the oratorio, "Jean le Precurateur," reports that all will be in readiness for this ambitious spectacle. The first general rehearsal of the 250 mixed voices of the chorus will be held with the orchestra of 75 pieces, Sunday, the 17th inst. under the direction of the conductor, Jean Goulet, musical director of l'Association des Chanteurs de Montreal. Following is the cast for Jean le Precurateur:

John the Baptist Dr. Louis Verchelden
Antipas Armand Gauthier
Zacharius Germain Lefebvre
Historian Henri Prieur
A Pharisee Paul Valade
A Pharisee J. M. Magnan
A Pharisee H. Normandin
Herodiade Cedra Brault
Elizabeth Berthe Cabana

RECENT recitals in Toronto include a concert by pupils of Maestro Carboni at the Toronto Conservatory Music Hall when selections from the operas, "Orpheus" and "Norma" were rendered in attractive style. The soloists were Miss Helen Rowe, contralto, Madame Elsie Carter Simpson, soprano, Miss Marguerita Nuttall, soprano, Miss Jeanne Hesson, soprano, Madame Edna Reed Carrow, soprano, Mr. Riley Hallman, tenor, and Mr. Irving Levine, baritone.

Miss Marguerita Nuttall, assisted by Mr. Joseph McDonald, baritone, gave her first public recital at the Toronto Conservatory Music Hall on June 12th. Miss Nuttall is a coloratura and possesses extraordinary range. She was heard to excellent effect in compositions of Handel, Bellini, Donizetti, Delibes and Mozart.

MR. POUL BAI, the Danish singer now associated with the Toronto Conservatory of Music recently was assisting artist at the final concert of the Regina Symphony Orchestra. According to the Regina "Leader":

Last evening on the Stadium the Regina Symphony Orchestra, with Poul Bai, Danish baritone, and George Coutts, pianist, as assisting artists, terminated its season in open concert. In it, a slim audience, surrounded by an aching void, heard this year's most elaborate program. Daylight saving, the weather and the holiday budget, all had their limiting share. It was a pity. The opportunity was rare; the auditorium adequate; the orchestra and soloists in excellent form and unity; in fact, their team work was the feature of the evening. Mr. Coutts, pianistically brilliant, collaborated with the orchestra in the Mendelssohn "Concerto in G Minor," with Mr. Knight Wilson, the conductor, as liaison officer in chief. In his hands the concerto became a delicately fused entity, particularly the "An-



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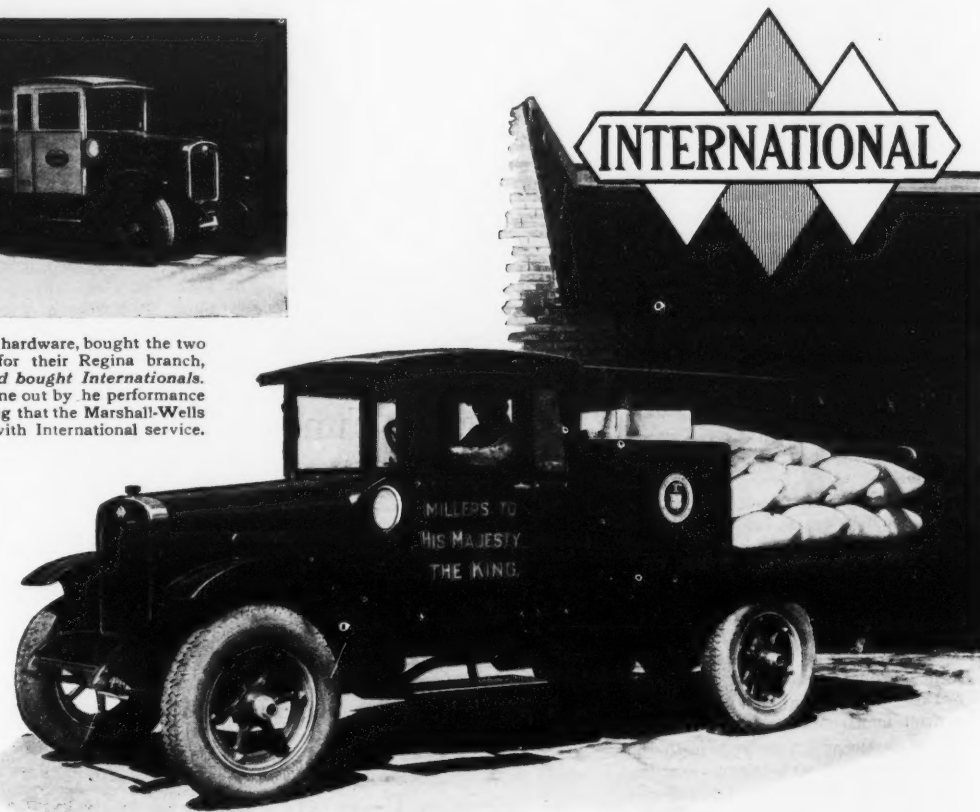
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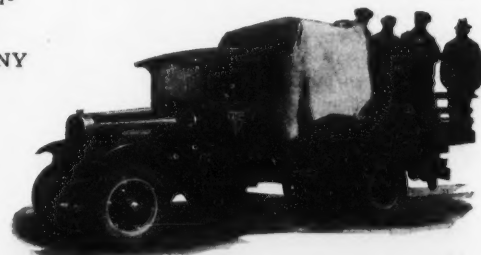
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DUKE AND DUCHESS OF YORK AT BRIGHTON AND WORTHING. Brilliant weather favored the visit of the Duke and Duchess of York to Brighton to take part in the Greater Brighton celebrations. The Duchess receiving from two little girls at the Royal Alexandra Hospital for Sick Children a huge doll for Princess Elizabeth.

dante", in which soloist and band attained, to my mind, the night's (up to 10.20 o'clock), most exquisite musical moments. This was sheer beauty, Victorian perhaps, but beauty, unquestioned.

Poul Bai, Danish baritone, new to Regina, made an instant success. His voice is rich in timbre, tonally opulent, virile always. His dramatic palette is intensely vivid, lending extraordinary coloring to Schubert's "Erl King" and Gretchaninoff's fine "Over the Steppe." Mrs. Hawkins' accompaniments were wholly in the picture. Mr. Bai was magnificent in the Pagliacci "Prologue" and the "Credo" from Verdi's "Otello" both sung with the orchestra. Fortunately, adequate rehearsal had been possible, permitting Mr. Wilson to contribute deft and invigorating symphonic support. The ensemble had the veritable grand opera note and drew enthusiastic applause.

One feels that under "Interpretation and general effect" Mr. Bai would draw close to 50. He has personality, a fine manner and, if he will pardon the liberty, is very much better looking than his photographs.

For good reason it was necessary to leave at the close of the "Concerto." I was therefore robbed of the pleasure of hearing the orchestra in Massenet's "Angelus" and the "Oberon" overture, two of their most charming numbers, and also, of enjoying Mr. Bai's last group, Vaughan Williams' three "Songs of Travel" and a Healey Willan setting of "Drake's Drum." It is gratifying to note this evidence of appreciation on the part of a European artist, of the very finest in modern English song.

Generalizing from the particular (in this case, Bizet's "Carmen" suite) the orchestra was in splendid vein. The wide range in mood, represented by the five movements of the suite, imposed a very real test, one which the orchestra has mastered to a degree which makes this number one of the finest things they have ever done. Two factors, the intimacy given the exotic Spanish rhythms with which the suite is impregnated, and a certain finely musical appreciation of its quieter, contrasted episodes, both fully realized, made last evening's performance a veritable delight.

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BUSINESS

The Smock

TO WOMEN the smock has become what the overall is to men—the symbol of toil. The first smock stood for work, when it marked the trudging peasant of old England on his way to and from the field. But when an artist with an eye for the picturesque decided to adopt the garb, it took on a Bohemian air, grouped with tam o'shanter, palette and brush.

More recently the workaday world has laid claim to the smock. Appearing in office, protecting the stenographer's dainty gown, behind the counter in almost any sort of shop, even tending machines in factories, it is now generally accepted as the trademark of the woman worker. It is coming also to have a peculiar place in the home.

One smock-clad young woman who stands behind the smock counter of a metropolitan store is of the opinion that many of her customers know nothing about paints in tubes and camel's hair brushes. Their art contacts, she gathers, consist of little more than an annual pilgrimage with the local woman's club to the Metropolitan Museum. They are evidently not of the business world either, for all their budget talk.

The smocks these women buy are to be associated with carrots and mops. From time immemorial the apron has served the housekeeper as the token of her craft, but now the apron is yielding to the smock even in the kitchen.

The change is not a mere turn of fashion, according to students of feminine psychology. The smock in the kitchen has a deeper significance. Some look on it as an off-shoot of the world of art. When the art department of a metropolitan shop went in for home decoration and patented aids to amateur painters, home-makers naturally gathered there to tint lampshades and stencil scarfs. Nearby they noticed a display of smocks, put out to attract toilers in the studios. But were not they, too, artists after a fashion, and were not their homes studios?

Another reason for the smock in place of the apron is advanced. The woman who has been in business before settling down to become a housekeeper likes a touch of the old life about her and so she keeps to the uniform, cultivating the feeling that she is still earning her living, though on a different sort of job. The woman who has never drawn a pay check also likes to give an air of professionalism to domesticity. The smock, she thinks, lends a certain dignity to housework.

The housekeeper who follows the new order, even if not given to analysis, knows that the garment appeals to her, being comfortable and handy with a desired dash of style; and so it finds its nail in the broom closet.

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THE BOOKSHELF

(Continued from page 9)

ation to be erudite, calm and Bertrand Russell, Mr. Lippmann set out for (not Lyonesse by any means) but the University of Virginia, said his careful say, and departed north-and-westwards. Not a drum was heard calling out the modernists, nor a funeral note to summon the fundamentalists. Barbour and Page, illustrious founders of a lectureship, rolled over to sleep anew upon memories of their far-seeing earthly benevolence.

As for the book, it says exactly nothing, and with consummate aptness. It is addressed to the teachers of American youth and discusses two national mistakes, the Dayton Genesis vs. Darwin squabble and the Wm. Hale Thompson vs. Trafalgar Square fracas. Who is in the right? asks Mr. Lippmann. What should teachers teach (with impunity)? he inquires—and without giving any judgment whatsoever, he drops the concrete without hurling it in any direction and approaches the abstract, juggling about such fine principles as truth, rationalism, nationalism, modernism, fundamentalism, and Americanism. He is a judicious lecturer. He offends no one—and enlightens even fewer persons than that. By way of philosophic inquiry he sprinkles soi-disant Socratic dialogues through the book, and in dialogue he is even more non-committal than in straight prose. He pours oil on the troubled waters, he walks between the Scylla of Bryan and the Charybdis of Darrow without a blink toward either. He is unprejudiced, even, sane, tolerant—and very dull for some one hundred and twenty well-printed pages.

Notable Travel Diaries

"Travel Diaries of William Beckford of Fonthill," edited, with a Biographical Introduction by Guy Chapman; the Macmillan Company, Ltd., Toronto; \$12.00.

BY JEAN GRAHAM.

THE two volumes which contain these remarkable diaries record the extraordinary impressions made upon a remarkable mind by travel in various European countries. William Beckford was not the average Englishman in fact, was not English at all in type and tastes. He was a bewildering personality—a recluse, an artist and something of a mystic. Mr. Chapman's biographical article is one of the most interesting features in the book and gives a graphic story of the life of this roving connoisseur—who saw beauty rather than felt it. He was a singularly solitary man who evidently believed that "he travels the fastest who travels alone." Mr. Beckford's early travels were in Belgium, where he found the great Flemish artists, curiously enough, little to his taste. In Southern Europe he was more at home and found Venice a city of sheer delight. He was extremely sensitive to the charms of nature, and exhibited in his musical prose a descriptive gift of high order, somewhat akin to Ruskin's picturesqueness.

In the churches and art galleries of the Italian cities he found the rich and colorful art that his soul craved. Titian, Raphael and Fra Angelico aroused his profound admiration, and he returned to England, deeply impressed by the wonders he had seen. His home, Fonthill Abbey, was the

shrine for objects of beauty, and William Beckford became one of England's most famous collectors. In fact, the desire to own beautiful objects became a passion with him, and all the great "sales" in London sought the patronage of the master of Fonthill. The neighborhood became impressed with the importance of Mr. Beckford's collection and took a pride in his achievements.

Spain and Portugal did not arouse any enthusiasm in this traveller. In fact, the latter country, both in climate and inhabitants, proved entirely uncongenial and elicited highly uncomplimentary comments.

Mr. Beckford did not confine his investigation to art galleries and cathedrals. He was interested in the industries and politics of the countries he visited and made significant observations thereupon.

"Many nations," he said, "surpass Switzerland in riches, splendor and magnificence; but in most of those attributes which form the solid basis of civil happiness, it may fairly be questioned, whether she may not dispute the palm with any country in Europe." In spite of his appreciation of the beauties of the countries of the Mediterranean, the writer turns to his native land with a just estimate of its worth and declares: "From a survey of the best countries in Europe, I may justly affirm, that in commerce, arts and arms, not one of them stands superior to Great Britain." Thus, it may be seen that Mr. William Beckford, though temperamentally out of sympathy with his countrymen, was politically a son of John Bull and could sing "Rule Britannia" with the best of them. There is a love of nature, rather than a love of humanity, expressed throughout these letters. As the writer of the Memoir admits, William Beckford was "a lonely and secret soul, little lovable but more than a little pathetic."

Three Religious Books

"Studies in Early Christianity," edited by Shirley Jackson Case; Century-McLeod, Toronto; \$4.50.

"The Poet of Galilee," by William Elery Leonard; Viking Press-Irwin & Gordon, Toronto; \$2.00.

"Stories From the Life of Jesus," by George S. Carson; Macmillan, Toronto; \$2.25.

By P. E. THORNELOE.

"STUDIES in Early Christianity" is a volume of essays edited by Dr. Case of the University of Chicago and presented to Frank Chamberlain Porter and Benjamin Wisner Bacon of Yale Divinity School in recognition of their long and faithful labors in their respective fields of activity. As these two distinguished scholars lay aside the duty of the classroom a few of their friends and fellow teachers in America and Europe have prepared in their honor the present collection of studies as a partial expression of appreciation and esteem. All of the royalty goes to the library fund of the Divinity School. Dr. Case has given as a labor of love an enormous amount of work to the preparation and editing of the book. It contains nineteen papers upon various aspects of the Gospels by nineteen different authorities representing as many universities and theological seminaries. The book is intended for the use of those who are making an intensive

study of the New Testament and the publishers consider it one of the most valuable additions ever made to the department of religious books. The book in the main would present difficulties to the lay mind but it is obviously not intended for the general reading public.

The Gospel of St. Mark from traditional and structural standpoints receives much consideration. There are two studies on John the Baptist whose significance for the origins of Christianity has come to be more fully appreciated in recent years. There are four studies on Jesus, one on the expression, "The Carpenter," one on his teaching about sins, one on the conception of the Holy Spirit as applied to Him in the synoptic gospels and one on the method of studying his social teachings. Saint Paul also receives a proportionate share of attention. This book should be a valuable addition to the library of Theologians as the many points discussed are treated in a masterly manner.

"The Poet of Galilee" is offered by its author as an antidote to commercializers such as Bruce Barton and sentimentalizers such as Papini. The

book was first published over twenty years ago and had long been out of print, but after reading the work of the above named men, Mr. Leonard felt that some good end might be served in bringing it once more before the public. The personality of Jesus of Nazareth is the theme of the eleven chapters and in the foreword of the earlier edition Mr. Leonard says the argument is meant to be briefly suggestive rather than logically complete. Under such headings as "The Observer," "The Seer," "The Humorist," "The Story Teller," different characteristics of the Master are discussed. The author says in the foreword to this present edition that were he re-writing the book he would stress today more precisely the mysticism in this Poet of Galilee as the well-spring of his self-reliance, of his splendid non-conformity in both creative living and creative speech. The book attempts very little interpretation of the thought and teachings of Jesus. In a reverent and readable way it draws attention to the outstanding and usually little noticed mental and personal qualities of the Saviour. Many who have been disgusted with

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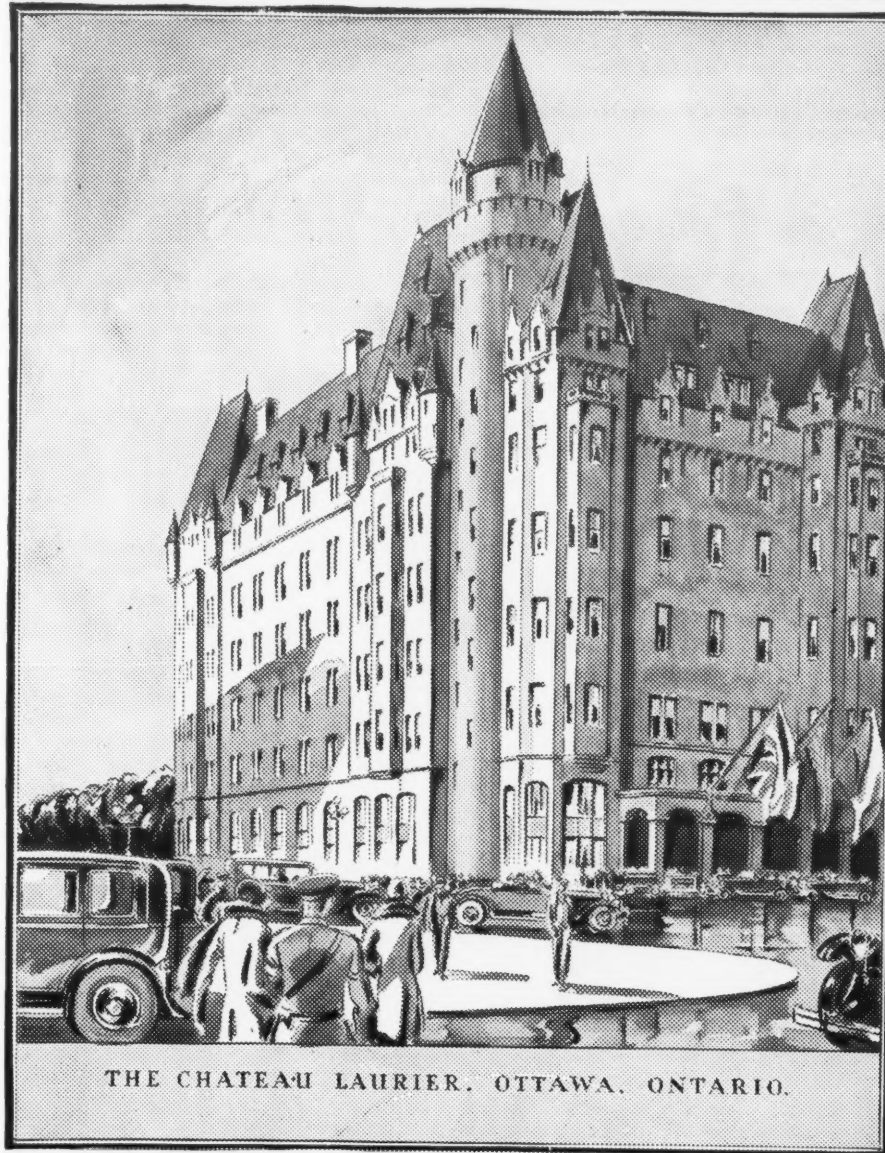
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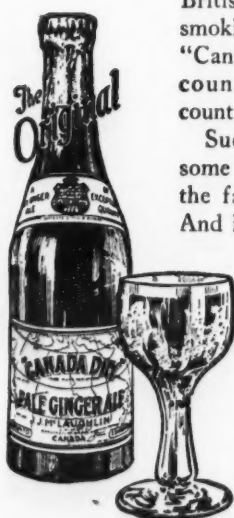
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Elected King of Sweden, of the Goths and Vandals, 1594-1632.

the blatant blasphemy of Bruce Burton's "best seller" will feel that this little book is indeed an antidote to "The Man Nobody Knows."

Dr. George Carson, author of "Stories From the Life of Jesus," has given much of his life to the education of the young, first as a teacher and later as a minister of the Presbyterian Church. He is now joint editor of the "New Outlook," the journal of the United Church in Canada. The preparation of his arrangement of the Life of Jesus was undertaken at the instance of Sir Robert Falconer, President of the University of Toronto. A judicious selection of the outstanding events in the life of Jesus has been made, with brief connecting notes, so that a clear and easily read story is produced. The scriptural words are retained, making it possible for children to become familiar with the simple and dignified language of the Bible and the accounts in the four Gospels are blended in such a manner that harmony is maintained throughout. John Ruskin once said that his mother brought him up on "the stately language of the Bible." And parents who are desirous of doing this will find Dr. Carson's "Life of Jesus" a valuable assistant towards that end.

A Poet Looks at Life

"Dancing Mad", a novel by W. H. Davies; Cape-Nelson, Toronto; 224 pages; \$1.75.

BY S. LIAM DUNNE

"EVERY bed of fame," says the author of the foreword to this novel, "has its hard pea concealed under the mattress, and one of the unforeseen results of Mr. George Bernard Shaw's brilliant introduction to *The Autobiography of a Super-Tramp* has been to cast a shade over Mr. Davies' later prose works." The ambiguity of this remark is most obvious after a perusal of *Dancing Mad*, when one is aware of a feeling that had G. B. Shaw been vouchsafed a seer's glance into the contents of Davies' later efforts in prose, he would have hesitated before sponsoring the *Autobiography*. Shaw's introduction was undoubtedly responsible for much more of the popularity of *The Autobiography of a Super-Tramp* than it would otherwise have gained, and it is fairly obvious that this was an inducement to further efforts in prose writing which Davies found difficult to resist. So we get *The Adventures of Johnny Walker, Tramp, Later Days, A Poet's Pilgrimage*, and *Dancing Mad*.

There is a foreword to *Dancing Mad* by "X", with whom one sympathetically realizes that the only way in which he could cover his embarrassment in having to write the foreword to so poor a novel was by doing so anonymously. "X" earnestly entreats the critics to read Davies' previous works before criticizing *Dancing Mad*, but the critic soft-hearted enough to do this, even if it were worth the effort, has yet to be found!

"*Dancing Mad*" is an absurd account of the reactions of a milk-and-water type of artist to his wife's desire for a little excitement. The setting is middle class London, with which the author is not in the least conversant, and the prose is stilted and affected to a degree that places "Wuthering Heights", for instance, or the Elsie Dinmore books in a category superior to that which they ordinarily occupy.

In a recent London review some critic possessed of more courage and greater freedom of thought than his contemporaries said, in regard to the novels of W. H. Davies, something about the cobbler sticking to his last; with no intention of being offensive, one might say that Davies can cobble excellent poetry, but that very few readers will travel far on his prose fiction.

Mr. Davies has not had much of the wine of life—he has had bitter tears and milk—and from the manner in which *Dancing Mad* is written, it would appear that when the bouquet of the heady draughts quaffed by his more fortunate fellows reaches his nostrils and disturbs his equilibrium, he probably has the feeling that the unforgivable sin is being committed in his presence.

The New Books

Books listed below by title only are noted thereby as received. Many will be reviewed later.

Fiction

"Armance," translated from the French of Stendhal (Henri Beyle) by C. K. Scott-Moncrieff; Boni & Liveright—MacLean & Smithers, Toronto; \$2.50.
"This Man and This Woman," by Florence Bingham Livingstone; Doubleday, Doran & Gundy, Toronto; \$2.00.
"A Marriage," by Adelaide Eden Phillips; Thornton Butterworth—Nelson, Toronto; \$2.00.

History and Politics

"Politicians and the War," by the Rt. Honourable Lord Beaverbrook; Thornton Butterworth—Nelson, Toronto; \$3.00.

Belles Lettres

"Ralph Waldo Emerson," by Robert M. Gay; Doubleday, Doran & Gundy, Toronto; \$2.00.

Travel

"Diaries of Sylvester Douglas," edited by Francis Bickley; Macmillans, Toronto; in two volumes, \$12.50.

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horses, now enables these animals for the first time in the history of bull-fighting to leave the arena on their own feet. The new armour is known as "Peto," and with its bright red and blue colouring adds to the picturesque effect of the arena. Now that the bull can no longer rip open the flanks of the horses, the danger to the picador has enormously increased. A better mount for him has, therefore, become a necessity, and has given the Spaniards a new interest in bull fighting.



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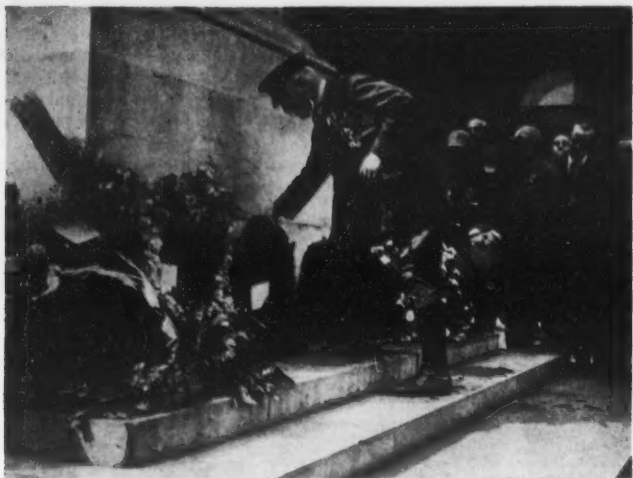
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Cadillac	Sp. Heavy	Medium	Hupmobile (6 and 8 cylinder)	Heavy	Medium	Pontiac	Heavy	Medium
Chandler (Sp. 6)	Heavy	Medium	Jordan (6 and 8 cylinder)	Sp. Heavy	Medium	Reo	Heavy	Medium
Chandler (all other models)	Heavy	Medium	La Salle	Sp. Heavy	Medium	Rickenbacker	Heavy	Heavy
Chevrolet	Sp. Heavy	Medium	Lincoln	Heavy	Medium	Rolls Royce	Heavy	Medium
Chrysler (Imperial Eighty)	Heavy	Medium	Marmon (8 cylinder)	Sp. Heavy	Heavy	Star	Heavy	Medium
Chrysler (all other models)	Heavy	Medium	Marmon (all other models)	Sp. Heavy	Medium	Studebaker	Sp. Heavy	Medium
Dodge (all models)	Heavy	Medium	Nash	Heavy	Medium	Stutz	Heavy	Medium
Durant	Heavy	Medium	Oakland	Heavy	Medium	Vauxhall	Heavy	Medium
Eiser	Heavy	Medium	Oldsmobile	Heavy	Medium	Whippet	Heavy	Medium
Ford (model "T")	"F"	"F"	Overland	Heavy	Medium	Willis-Knight (4 cylinders)	Ex. Heavy	Medium
Ford (New)	Heavy	Medium	Packard	Heavy	Medium	Willis-Knight (6 cylinders)	Sp. Heavy	Medium
Franklin	Sp. Heavy	Medium	Paige	Heavy	Medium	Wolverine	Heavy	Medium
Graham-Paige	Heavy	Medium	Peerless (90, 70, 72)	Sp. Heavy	Heavy			
			Peerless (all other models)	Heavy	Medium			



ANZAC DAY IN LONDON
The High Commissioner of Australia, Gen. Sir Granville Ryrie, placing a wreath on the Cenotaph.

PLACES

Lantern Street

GAYEST of all streets in Peking is Lantern Street. Looking down the quaint crooked little thoroughfare, the stranger is enchanted by the bewildering multitude of lanterns that hang in front of the shops—lanterns tinted pink, yellow, green, orange, vivid blue and sanguinary red, and shaped to represent pagodas, butterflies, crabs, fishes and fearsome dragons and demons. There is the ornate, ceremonial lantern with painted silk transparencies, lacquered base and pendants of jade that may be folded and carried away under an arm. There is the large globular lantern of horn that looks extraordinarily as if it had swollen and is about to burst; these are daubed in red with the ideograph signifying happiness and hung in the courtyard to guide the feet of guests. There is the lantern designed like a miniature theatre which by an ingenious mechanism operated by the rising heat from the candle sets cardboard actors and actresses to perform in a silent and shadowy drama. There are dainty feminine lanterns for the boudoir, not much bigger than a powder puff. But I like best the small cylindrical lantern, made of cheap paper and decorated simply with the faint tracing of a fat god, that is bought by the ricksha coolie for five copper cash, god and all.

For all his struggle to live, the Chinese has never abandoned his fondness for the lantern. It was used by him long before Diogenes carried one. It is an article of utility, an essential in household decoration, a factor in superstition, a touch of color in the drab Chinese landscape. It is carried by the coolie, hung in the garden and home of the mandarin, displayed at funerals and weddings and is supposed to be visible to the dead.

If the spirit of an ancestor wanders restlessly from the cemetery and returns to his earthly home to mingle unwelcomed among the living, a son will take a lantern and, reverently leading the way back to the cemetery, will place the lantern on the grave, that the spirit, seeing it, will rejoin the ancestral bones. The old Empress Dowager Tzu Hsi used to caution her guests that if, while strolling in the palace gardens at night, they saw lanterns floating in the air, they should not be fright-

ened, because they would be lanterns carried by the ambulating spirits of ancestors who were uncomfortable in their graves. During the Feast of the Hungry Ghosts, celebrated in the Seventh Moon (late August or early September), lanterns are hung in courtyards, doorways and streets and set afloat in myriads on canals and lakes to apprise the wrathful ghosts of unworshipped and hungry ancestors that the public in general has only the most amicable feelings for them. The floating of ten thousand lanterns on the lake at Nanking formerly attracted throngs of people who, assembled on the Nanking wall, looked down on the spectacle as if a piece of the sky twinkling with stars had fallen from heaven. The light in each tiny lantern went out because, it was supposed, a ghost had seized it and carried it into the next world.

It is an old custom that requires the payment of debts on New Year's Day. If a man fails to pay a debt, the creditor the next day will call upon him, carrying a lantern to simulate the fiction that it is still the night before, and the creditor may pay his debt without losing personal prestige. In a village no respectable person will prow around at night without carrying a lantern lest he be suspected of evil motives or be arrested by the watchman as a potential thief. A villager is required by law to have his character name written on his lantern.

Not long ago the Chinese soldier, along with his fan, umbrella and teapot, carried his lantern into battle. During the Boxer uprising the Chinese soldiers at Tientsin advanced at night on the invading foreign troops with sword in one hand and lantern in the other, naively oblivious to the disadvantage of being illuminated.

Back of each shop in Lantern Street is the workroom where the lanterns for that particular shop are manufactured. The master is an artist with white hair, bent figure and weak eyes; his apprentice, a boy who, working three years for nothing, hopes eventually like his master to earn \$20 a month; and his assistants, women and girls, who work for wages incredibly small, create from the confusion about them things of evanescent beauty. The room, though squalid, is a chaos of dazzling color. There repose in heaps over floor and benches silks and tassels, jade pieces, slabs of horn, bits of bright lacquer, and on racks near the ceiling un-covered frames that re-

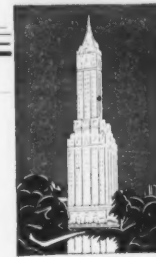
semble the skeletons of queer prehistoric animals.

If it is to be a work of art, the lantern before it is assembled requires preparations painstaking and minute. The design must be sketched, the color scheme selected, the base carved and lacquered, the frame made and the transparencies, whether of silk, glass or horn, chosen with a view of their fitness for the pictures that are to be painted on them. The artist stretches the silk over the frame with a care to prevent wrinkling, applies a solution of alum and, squatting at a window with his back to the light and his pigments about him, paints as intently as a Western artist sitting at his easel. The large horn lantern is embellished generally with a simple ideograph, or "word picture", brushed on swiftly with rough but exquisite grace. The decoration on the panels of a square or octagonal lantern may be a landscape, embracing a stream, a winding road, a crooked bridge and a couple of ruminating sages who gaze at mountains in the distance or sit under a plum tree in the foreground; or it may be a picture depicting a story of legendary heroes, warriors, scholars, emperors, fairies, ghosts or gods; or it may be a theme of flowers or animals—chrysanthemum, peony,

black orchid, pine or a branch of willow, or fox, cat, cock, crane, butterfly, cricket or dragonfly alighting on a trembling leaf.

Out of a "hutung", or lane, in Peking in the darkness of a summer night there darts a flock of laughing ricksha boys. Each boy carries swinging from a shaft of his vehicle a small paper lantern. The motion of the lanterns awakes on road and walls a host of leaping shadows with which the boys appear to be running a race. Presently the rickshas round a corner and enter the Legation Quarter. The lanterns gleam through the trees flickeringly for a moment and disappear. But from the distance the legation buildings throw back an echo that is like an echo of the laughter of children.—Thomas Steep in The New York "Times".

I LIKE few pictures, says George Blecher, the black and white artist. Watercolours and etchings are principally suited to the small modern room. They should not, in my opinion, be suspended from the picture rail by long wires, but hang flat against the wall, for in the latter way they become a part of the wall. Humorous pictures might help despondent people considerably.



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MONUMENT TO UNITED EMPIRE LOYALISTS
Mr. Sydney March, of the famous sculptor family, at Farnborough, Kent, has completed a group of the United Empire Loyalists which is to be cast in bronze and erected at Hamilton, Ontario. The group depicts a settler showing the plot of land (granted by the British Government to loyalist subjects in America who preferred to remain British) allotted to him by ballot, to his wife.

up nomede holet z gonebe golemup." The professor has spent his life in research and he sat down to this problem with fine ardor. By midnight he had it figured out: "Miss Max called up. So soon you come home, call them up. No matter how late you are going to be, call them up." — "The New Yorker".

The Willing Spirit

THE best of recent (to us anyway) stories about tipsy folk concerns the gentleman who phoned his hostess one twilight that he was very drunk indeed and had decided not to come to her formal dinner that night. She implored him—he is a wit and a handsome fellow—to plunge into a cold shower, for her sake, and appear somehow or other. An hour later he did appear, clad, the lady was relieved to see, in the conventional things and able to carry himself off as brilliantly as ever, even up to a happy phrase when he took his departure. Thus she was greatly surprised to receive a note from the gentleman the next afternoon, written in obvious distress. He was so sorry, he wrote, and he begged her forgiveness for something which was, he realized, unforgivable, but he had been suddenly

called out of town on urgent business the day before and that was why he had not been able to attend her dinner. — "The New Yorker".

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SCIENCE

Fossil Power

AIRPLANES fly on fossil wings as surely as were they pterodactyls. What supports them is fossil power. Except for the pint or two of synthetic gasoline which has been made laboriously and expensively in chemical laboratories out of hydrogen and sugar and other materials, every drop of gasoline or naphtha or benzol ever available to be burned in an airplane represents the power of fossil sunshine stored millions of years ago as coal, petroleum or natural gas. When Mr. Ford suggested recently to the Franklin Institute in Philadelphia the desirability of some new fuel for aircraft, what he was proposing, in reality, was to throw away the ancient fossil that now moves all the world's propellers and to find something new and better to take its place. No very tangible possibilities, it is true, are in sight, but when Mr. Ford is in his own field of transportation his optimism have a way of turning out to be real. At the least, it is a service to be shown just what the problem is.

To think of airplane gasoline as mere fuel is an incomplete view. In reality it is canned power. Any way of storing power in substances of little weight and bulk would do as well. This trick of storage is commonly done, either by nature or by man, in the form of chemical energy. The sunlight of carboniferous days was condensed into the chemical energy of coal. This energy we now extract from coal or oil and give bodily substance in gasoline. Combination with the oxygen of the air

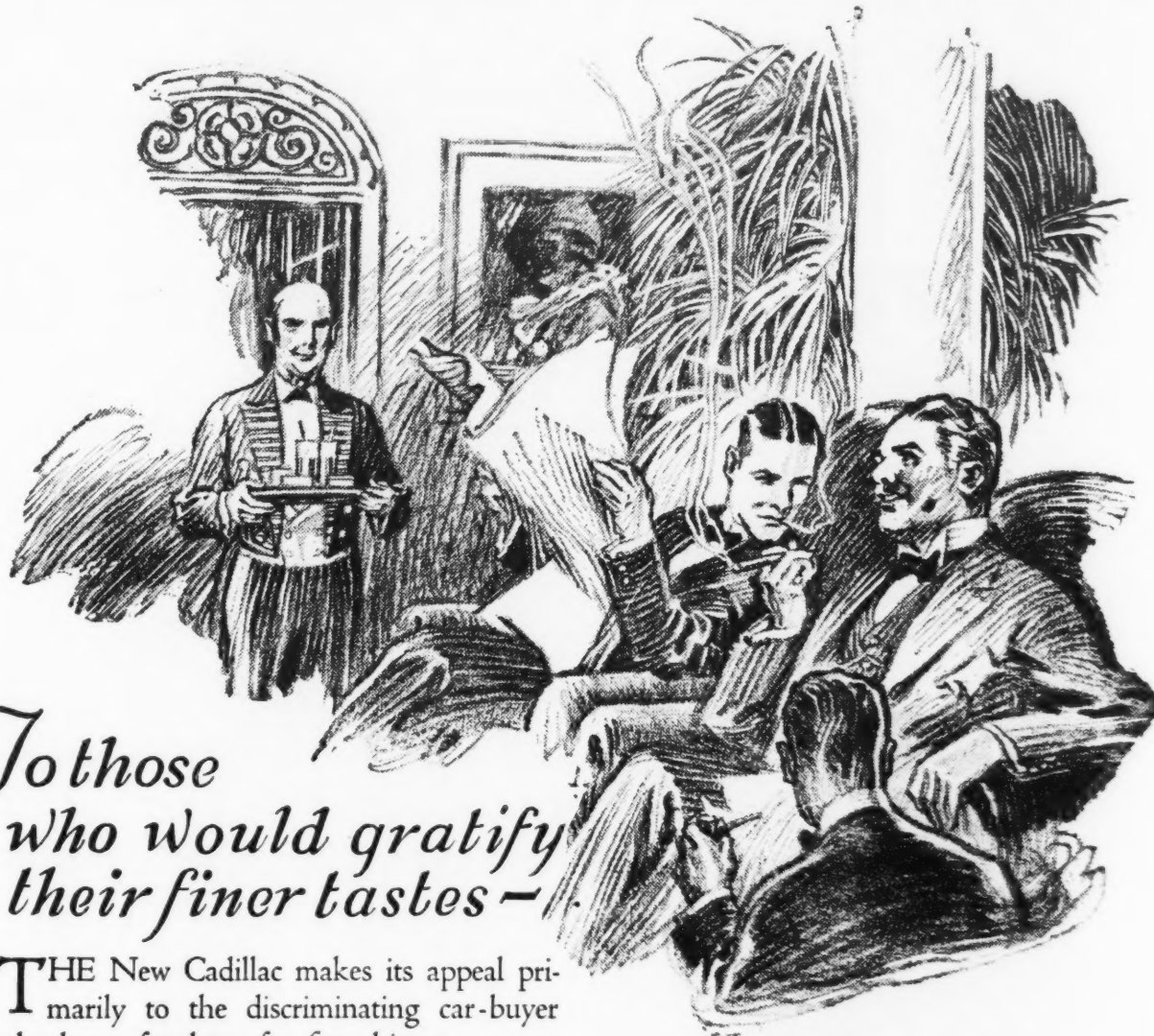
freed this long fossilized energy to drive the engine. Were the process less familiar it would seem unforgivably complicated and inefficient. The practical problem is to find a simple method of doing the same thing; some way to take the energy of modern sunlight or winds or waterfalls and put it into storage so that airplanes can carry it with them.

It is true enough that no open road is visible. Even Mr. Ford foresees, one imagines, the need instead of the answer. Mr. Edison is reputed to resort, when confronted by some blank wall, to what research men sometimes call the "Edisonian method." He hunts around at random, it is said; tries out every tool or chemical he sees, regardless of its logical possibilities; sometimes he finds some unexpected line of attack. Perhaps the method would be useful here. If some industrious scientific student deliberately washed out of his mind everything that anybody thinks he knows about ways of storing power and set out to try all kinds of presumably useless possibilities, he might accidentally turn over the stone beneath which was the prize. The idea is not unworthy of attention by persons contemplating the endowment of research. — New York "Herald Tribune".

FUN

In Code

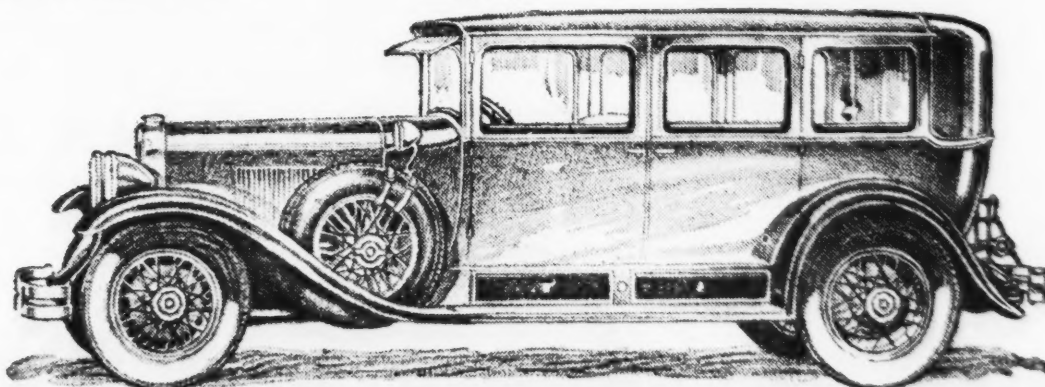
A COLUMBIA professor and his wife, returning late from the theatre, found the following note from their Swedish maid: "Miss max goldcup sozun yegomom golem-



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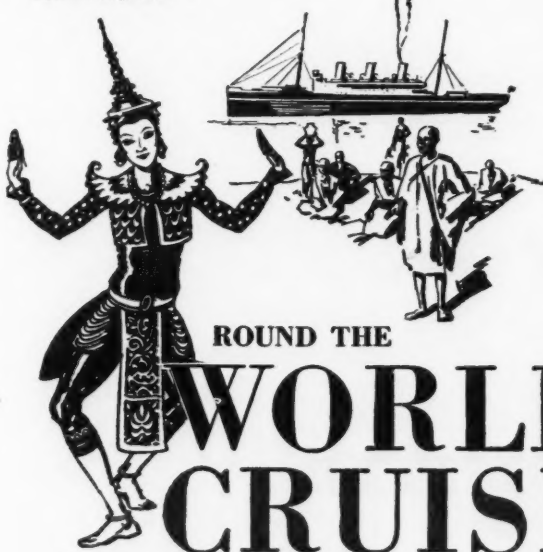
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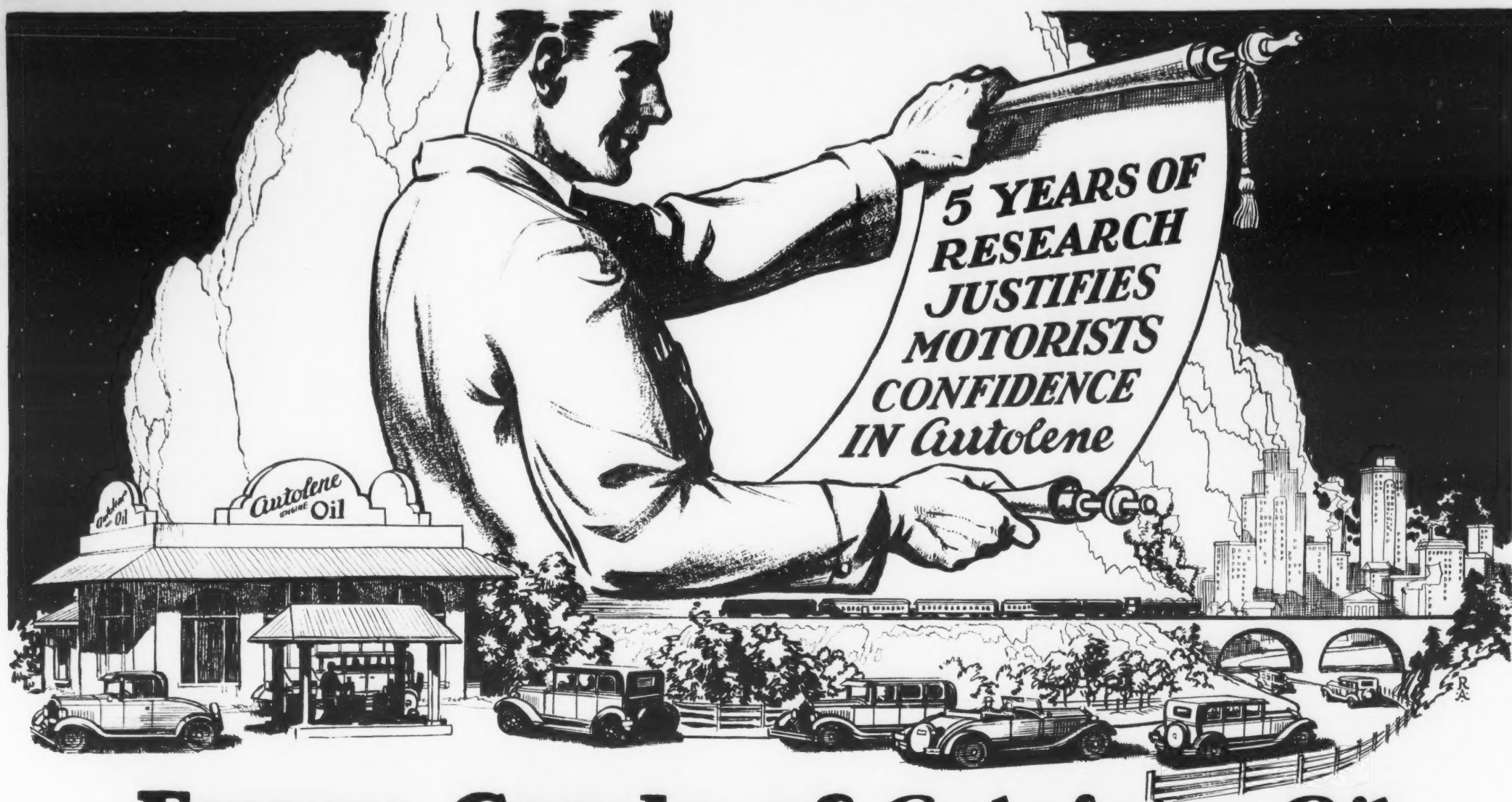
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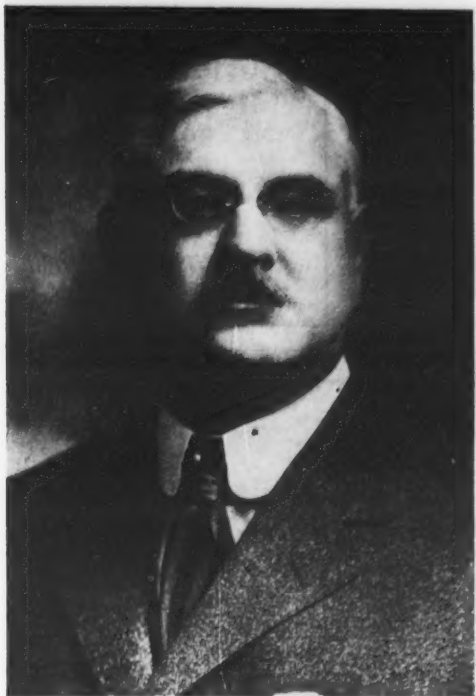
FINANCIAL SECTION



Safety for
the Investor

TORONTO, CANADA, JUNE 23, 1928

P. M. Richards,
Financial Editor



HON. J. L. PERRON
Minister of Roads of the Province of Quebec and senior partner of the firm of Perron, Taschereau, Vallee, Genest and Perron, Montreal, who has been elected to the Board of Directors of the National Brick Company of La Prairie, Limited.
—Photo by "Who's Who in Canada"

Giving Gasoline Away

Present Motor Fuel Was Drug on Market in
Early Days of Ontario Producers—
A Bounty For Honesty
By VICTOR LAURISTON

EVERY now and then some black-hearted pessimist arises on his hind legs to predict solemnly and gloomily that within ten, fifteen or twenty years the world's petroleum supply will peter out. Only the very rich will be able to buy gasoline. The flivvers will be beaten into carriages again, and the horse will return to his own. And pedestrians will once more be able to traverse the streets without risk of populating the graveyards.

A gasoline shortage would mean all this, and a great deal more.

Yet it is not so many years since gasoline was a drug on the market. Canadian petroleum producers, among others, hardly knew what to do to get rid of the dangerously explosive substance.

They had to extract it from the oil in order to make kerosene safe to burn in lamps. And, having, at considerable expense, separated the gasoline from the other constituents of crude petroleum, what was there to do with the perilous stuff? They couldn't sell it. More than that, they couldn't give it away.

Had any prophetic-minded individual, in those days conjured up a vision of the numerous resplendent wayside stations nowadays devoted to the sale of gasoline, he could, for the mere cost of providing storage, have laid in a stock of gasoline ample to maintain him in business for several lifetimes. All he needed to do was to drive up to an old-time refinery, fill his tank wagon, and drive away again. And the old-time refiners would have hailed him as a kindly providence.

Unluckily, none of us had foresight enough to think of doing any such thing.

Years ago an old Petrolia refiner and oil producer told of those amazing days when gasoline could not be given away, let alone sold.

"Bear Creek was lined with little refineries with their old-fashioned, cheese-box stills," he said. "The chief product was kerosene or lamp oil. It smoked and smelled of sulphur, and had a yellow look; while the American oil was white and clear. So Canadian oil always sold some five or six cents cheaper than the imported product. And the Grits raged against Sir John M. McDonald for taxing the poor man's light. The coal oil tariff was a favorite subject for denunciation, particularly on the back concessions, whenever a political campaign was in progress.

"Working out some process that would make the Canadian kerosene equal to the American product was one of the refining problems of those days. We tried, and tried, and never could get it just right. And another problem was to get rid of the gasoline. Most of the refineries solved that problem by letting the stuff run into Bear Creek. It wasn't an entirely safe method of getting rid of it, but it was the least risky method we knew. I dare say enough gasoline was got rid of that way to run Canada's motor cars for a good many years."

And then—the internal combustion engine was invented. The motor car crept into existence and leapt into popularity. Gasoline was in instant demand. And, instead of dumping their gasoline into convenient creeks, the refiners devoted their inventive energies to the task of devising methods of getting more gasoline out of the crude petroleum. In the last few years several so-called "cracking processes" have been invented for the purpose of securing a larger proportion of gasoline or motor spirit to run the world's motor cars.

A piece of Canadian legislation, wiped off the statute books only a few years ago, served to throw a curious side-light on the early gasoline problem.

As has been stated, the Liberal opposition at Ottawa declined in Parliament and on the hustings against the iniquity of the tariff on coal oil. And, in strict accordance with their promises, the Fielding tariff of 1897 admitted crude petroleum and petroleum products duty free.

(Continued on page 27)

Will the Middleman Survive?

"Profitless Prosperity" Turns Attention of Manufacturers to Costs of
Distribution—Analysis of Comparative Efficiency Demands
Drastic Abandonment of Obsolete Methods—
Revolutionary Changes of Past Ten Years

IN THE days when machinery was expected to last for a generation and when annual repairs and replacements required only a small proportion of current earnings, the established concern with a plant in full operation had an overwhelming advantage over new competitors entering the field. In that day, reserves for depreciation and obsolescence were frequently regarded as a bookkeeping device to conceal surplus profits, and a large reserve of this character was considered as a probable basis for the declaration of extra dividends.

Today, invention is producing new processes and new machines with such rapidity that many varieties of machines are no longer expected to last more than five to eight years, and the company which fails to make constant replacements quickly finds itself unable to compete with some new competitor with new machinery, new methods and lower costs. It requires perspective and courage to scrap a well built plant which does not happen to be arranged in a manner which permits efficient operation. Machinery which has been the pride of the industry only a few years before may quickly need replacement when new inventions make it comparatively inefficient. There is no psychological difficulty to prevent the newcomers from building an adequate plant, buying the latest machinery or installing the newest and most efficient methods.

In general, the strongly established merchandising house, which has little requirement for machinery, is likely to maintain its competitive position for a much longer period than a manufacturing organization. Because of the constant improvement in machinery, the factor of obsolescence plays a larger part in manufacturing than in distribution. It is this factor which so frequently causes the manufacturing concern which leads the field in one generation to fall into second place or to require complete reorganization only a few years later. Even the impersonal administration which characterizes corporate ownership is not sufficiently free from the pride which comes with the building of the organization to look with equanimity upon the necessity for fundamental change. In few cases are the men who build the new industry sufficiently free from this pride in their own achievement to endure the constant change necessary to keep the company foremost in its field. In the long run, business favours the young man with the new ideas, the new methods and the new machines, but those which are new today must in turn give place to those which will be new tomorrow.

Under the conditions of modern industrial competition, the policy of the corporation with reference to research, reserves and obsolescence may be considered of special in-

terest in estimating the probable future trend of its development. Conscious recognition of this necessity for constant improvement in methods, technique and machinery, is the factor which European investigators are finding as the basic reason for the rapid expansion of manufacturing in the United States, and the widespread reconstruction program of France has involved supplying the latest equipment by a large proportion of French industry.

Judging by present trends, says the Royal Bank of Canada in its current monthly letter, the most important probable changes in the immediate future are those in the system of distribution. The spreading scope of the chain store and the mail order house, the effort to displace the middleman and to sell direct from manufacturer to retailer; or in a few cases, such as the automobile and artificial refrigerator, the effort to sell direct to the consumer through agents of the individual manufacturer, and the tendency toward amalgamation with a view to securing more adequate capital resources and reduced overhead are significant of the close attention which is being given to reducing the cost of distribution.

Among the more important efforts toward application of scientific methods in retailing were the studies of inventories made by the Harvard Bureau of Business Research. In the course of one of these investigations, co-operation was secured from chain stores and hundreds of groceries throughout the country. After making a comparative study of the daily sales of a large number of these grocery stores, the Harvard Retail Bureau was able to make definite suggestions concerning a balanced inventory. Many of the groceries reduced or sold out their stocks of slow moving goods, and otherwise adjusted inventory to statistically probable turnover. By these measures, the total turnover of the groceries was substantially increased. It became possible to reduce the selling price to the consumer and profits were maintained by means of a larger turnover during the year rather than by a wide margin of profit on the individual item. The grocers who co-operated in this project secured more detailed knowledge of their costs and an appreciation of the best means for distributing the cost of overhead.

It has been discovered that the typical chain store handles less than seventy-five individual items, whereas the typical grocery carries nearly ten times that number of items and the large groceries, catering to a select clientele, four to five thousand items. To no small extent, the comparatively low overhead cost per sale in the chain store

(Continued on page 28)



LT.-COL. JOHN H. PRICE
President of Price Brothers and Co. Ltd. and a director of the Royal Bank of Canada, who has been elected to the Board of Directors of William Hamilton, Ltd., Montreal.
—Photo by "Who's Who in Canada"

World Motor Outlook

Demand for New Construction Must Inevitably be Satisfied—Registration and Output Figures Reveal Trend

By GILBERT C. LAYTON, in Barron's Weekly

MUCH has been written during recent years regarding the desirability of European manufacturers adopting large-scale mass production on American lines. The works of the Ford Motor Co., in particular, have been held up as a model of industrial efficiency. The advocates of mass production, however, have overlooked the fact that it has been practised outside America in the motor-car industry for some years past with considerable success.

It has, in fact, resulted in the conversion of the automobile from a luxury into an article of general use owing to the great price reductions which have been rendered possible. The consistent reduction in the price of the product of the motor industry has, indeed, been one of its most remarkable features in recent years. On a broad basis, for instance, current prices of British private cars and commercial vehicles are 47 per cent. and 37.6 per cent. respectively below the pre-war level. Details can be seen from the following table based on figures compiled by the British Society of Motor Manufacturers and Traders:

		Index of gold prices	
		Private-car	Commercial-vehicle
		prices	prices
1914	100	100	100
1922	74.8	89.7	
1923	67.1	87.8	
1924	56.6	82.2	
1925	56.1	81.4	
1926	53.6	80.6	
1927*	53.0	80.4	

*Estimated on basis of first six months.

The United States is still the greatest motor-manufacturing nation, largely owing to the fact that the domestic market is so large. At the present time there are about 23,600,000 motor vehicles registered in that country, representing no less than 85.22 per cent. of the world's total. Europe comes next with 3,090,926 or 11.21 per cent., followed by Australasia with 486,710 or 1.76 per cent., Asia with 323,857, or 1.17 per cent. and Africa with only 185,634, or .64 per cent. As regards individual countries, the largest motor users are:

United States	22,137,334	Italy	132,000
Great Britain	1,045,282	New Zealand	124,224
France	891,000	Brazil	104,561
Canada	824,139	India	100,012
Australia	361,490	Sweden	94,925
Germany	296,516	Belgian	92,182
Argentina	222,610	South Africa	84,212
Spain	137,803	Denmark	75,594

The following table shows exports from the principal manufacturing countries:

	Gt. Britain	France	Italy	Canada	U. S.	Total
1923	6,259	30,923	12,750	69,920	151,894	271,746
1924	15,600	47,127	19,574	56,656	178,722	317,679
1925	29,061	61,471	29,041	74,149	302,924	496,646
1926	33,113	59,768	34,194	74,322	305,256	506,653
1927*	21,270	25,670	18,402	36,085	214,435	315,862

*First six months.

1926 the exports of these countries compared with their total production were as follows:

	No. of cars produced	Exports as % of production
United States	4,223,170	7.2
Great Britain	180,000	18.3
France	210,000	28.4
Italy	55,000	62.1
Canada	205,116	36.1

The position of the United States motor industry is particularly interesting. It exported in 1926 only 7.2 per cent. of its production compared with Italy's 62.1 per cent. although no doubt in the Canadian total of 36.1 per cent. many cars of American origin could be traced. This means that America's chief outlet for its production is the home market, and already this seems fairly well supplied as there is reckoned to be in the United States one car to every seven of the population.

(Continued on page 26)

GOLD & DROSS

NORANDA QUOTATIONS TOO HIGH

Editor, Gold and Dross:
I hold 100 shares of Noranda bought at \$28 about six months ago. Would you advise selling now or buying more?
—S. J. Pembroke, Ont.

An advance of \$35,000,000 in valuation of Noranda as shown in the recent increase in quotations for shares does not appear to be justified by the results at the mine. It is correct that a very important body of ore has been encountered at 975 feet in depth, but there has only been a very limited amount of work done at that point. In the meantime, former diamond drilling had not indicated more than moderate grade ore at depth. It would take more than one plume to justify an increase of \$35,000,000 in valuation of the mine.

There is no doubt but that the new development has brightened the outlook for Noranda and has really saved the enterprise from the serious disappointments which appeared to be looming up. However, I would feel inclined to await further developments before growing too enthusiastic.

SATURDAY NIGHT TREMBLES!

Editor, Gold and Dross:
I have read your recent article on O. J. Brooks. I am quite a heavy shareholder of Brooks Steam Motors Limited and also have some stock in Brooks Steam Motors Inc., and have come to the conclusion that the Canadian company owes its present position to some, including your paper, who are making the shareholders suffer for your personal grudges. I have gone pretty thoroughly into the chances of success for Brooks Steam Motors Limited, and have come to the conclusion that Mr. Brooks is the only one who will put this company on its feet and the only one capable of making my investment in the American company successful.

I appreciate the difficulty he is having, due in great part to your opposition. I took the matter up with a friend of mine who is one of our leading lawyers and was informed as follows:—That once a client of his (at that time a beginner in the mining field whom you were then trying to damn with all your venomous equipment, now a very successful mine paying large quarterly dividends) came to him asking advice as to how to stop this ruinous publicity. His advice was to try advertising in your paper, and the damning stopped immediately. I don't like that kind of business but nevertheless I intend suggesting this possibility to Mr. Brooks.

My friend also told me of the method of another of his clients which was successful in stopping some of your attacks. This man went down to your place and beat up the person responsible.

I can't place the advertising for the company, but I am determined to put a stop to this damning publicity campaign at my expense and give my investments at least a fighting chance to succeed even if I have to come to this last mentioned method of stopping it.

Well, well, well! So we are going to be beaten up! Though not, we judge, by the writer of the above personally, as his failure to sign his name to his communication does not indicate that he is possessed of much courage. We are proceeding at once to put our office in a state of siege, and are laying in a stock of machine guns, Mills bombs, etc.

We trust that our gentle correspondent will suggest



C. B. HOWARD, M.P.
Well-known lumber man and financier of Sherbrooke, Que., who has been elected to the Directorate of the Canadian Connecticut Cotton Mills Limited.
—Photo by "Who's Who in Canada"

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ORANGE CRUSH, Limited
Dividend Notice

Notice is hereby given that a dividend of One and Three-Quarters Per Cent. (1 3/4%) on 75 First Preference Shares of the Company has been declared for the quarter ending June 30th, 1928, payable on July 1st, 1928, to shareholders of record at the close of business June 20, 1928.

By Order of the Board,
R. T. MacDONALD, Secretary.
Toronto, June 15th, 1928.

ORANGE CRUSH, Limited
Dividend Notice

Notice is hereby given that a dividend of fifty cents (50c) per share on the Second Preference Shares of the Company has been declared for the quarter ending June 30th, 1928, payable on July 1st, 1928, to shareholders of record at the close of business June 20th, 1928.

By Order of the Board,
R. T. MacDONALD, Secretary.
Toronto, June 15th, 1928.

Western Grocers Limited
Notice of Dividend

A dividend of one and three-quarters per cent. (1 3/4%) on the New Preference Stock of Western Grocers Limited, has been declared for the quarter ending June 30th, 1928, payable on July 1st, 1928, to shareholders of record June 20th, 1928.

By Order of the Board,
W. P. RILEY, President.
Winnipeg, June 14th, 1928.

Canadian Locomotive Company Limited
DIVIDEND NO. 66

Notice is hereby given that quarterly dividend of one and three-quarters per cent. on the Preferred Stock was declared payable July 1, 1928, to shareholders of record June 20, 1928.

By Order of the Board,
G. W. DALY, Secretary.
Kingston, Ont., June 8, 1928.

The British American Oil Company, Limited

NOTICE is hereby given that a dividend of Twenty-Five Cents (25c) per share has been declared on the No. 10 Par Value stock of the company for the second quarter of 1928 on the paid-up capital of the Company. The above dividend is payable July 3rd, 1928, to Shareholders of record at the close of business on the 15th day of June, 1928. Transfer Books will be closed from the 15th to the 30th of June, both days inclusive.

Share Warrant Holders will present coupons Serial No. 6 to the Royal Bank of Canada, 68 William Street, New York City or to The Royal Bank of Canada, Toronto, Ontario, on or after July 3rd, 1928.

By Order of the Board,
P. W. BINNS, Secretary.
Dated at Toronto, June 14th, 1928.

DIVIDEND NOTICE
Diversified Investment Trust, Limited

Notice is hereby given that a dividend of three and one-half per cent. (3 1/2%) for the half-year ending the 30th day of June, 1928, being at the rate of seven and one-half (7 1/2) per annum, has been declared on the Preference Stock of the Trust.

The above dividend is payable on and after the first day of July, 1928, to shareholders of record at the close of business on the 15th day of June, 1928.

By Order of the Board,
E. A. R. NEWSON, Secretary.
Toronto, June 11th, 1928.

Gold Centre Mines, Limited

(NO PERSONAL LIABILITY)

SHAREHOLDERS are hereby notified that the transfer books of this Company will be closed PERMANENTLY on the 31st day of July, 1928, and that after that date no further transfers will be made, but shareholders will be entitled to receive one (1) share of Gold Centre Porcupine Mines, Limited, for each two (2) shares of Gold Centre Mines, Limited.

Certificates of Gold Centre Mines, Limited, stock must be surrendered to The Trusts and Guarantee Company, Limited, Toronto, Canada, Registrars and Transfer Agents of the Company, duly endorsed for transfer, and certificates for stock of Gold Centre Porcupine Mines, Limited, will be issued in exchange thereon on the above basis by the said Trust Company, which Certificates of Gold Centre Porcupine Mines, Limited, will be held by the said Trust Company in pool until December 31st, 1929, pursuant to agreement duly ratified by the shareholders of Gold Centre Mines, Limited.

As Gold Centre Mines, Limited, is under obligation to surrender its charter within a limited time, shareholders are required to send in certificates for exchange without delay.

Dated this 11th day of June, 1928.
By Order of the Board of Directors.

No Gloom in Britain

Pessimistic Opinions Fail to Take Cognizance of Strong Elements in Situation—Some Factors Which Warrant Increasing Optimism

PESSIMISM concerning the economic outlook of Great Britain has been the fashion and in many cases it has been carried to unwarranted lengths. The heavy national debt, the large number of unemployed, the inefficiency of the mines and the slow reorganization of the heavy industries have been the subject of widespread comment. Without doubt, these conditions are serious and the interval of waiting before remedies become effective will seem protracted, yet a discussion of the British situation which does not give due weight to the strong elements in the situation is one-sided.

It must not be forgotten, points out the Royal Bank of Canada in its current monthly letter, that the per capita wealth in Great Britain is greater than that of any country in Europe. British foreign investments remain larger than those of any other country, including the United States, and according to an authoritative article in the London "Economist", the overseas investments of Great Britain were increased by a larger net amount than those of the United States, between 1920 and 1926. According to this estimate, the net increase in the foreign security holdings of the United States during this period amounted to \$3,232,000,000, while that of Great Britain amounted to \$4,310,000,000.

In accounting for the apparent contradiction implied by the fact that the new flotations in New York were larger than those in London, the statement is made that the distribution and return flow has been less from London than from New York. The distribution of British overseas investments during 1927 as given by the London "Economist" is as follows:

	Average 1911 to 1913	1927
British Overseas Empire	\$331,000,000	\$490,000,000
United States and Dependencies	119,000,000	19,000,000
Central and South America	219,000,000	106,000,000
Far East	47,000,000	5,000,000
Europe	73,500,000	100,000,000
Total	\$789,500,000	\$720,000,000

While the improvement is slow in the older industries such as coal mining, shipbuilding, and cotton, woolen, iron and steel production, it is not fair to make a comparison between the production in the first quarter of 1928 and that in 1927 because the production during the early months of 1927 was approximately large owing to orders which had accumulated during the strike.

The recent survey of British industry by the Committee on Industry and Trade, under the chairmanship of Sir Arthur Balfour, shows that these older industries had made little or no increase in output per worker between 1907 and 1927 as compared with a 25 per cent. increase in other trades. It is difficult to reconcile this rate of improvement with the fact that the horse power available per worker has increased 54 per cent. in the older industries and 71 per cent. in other industries. While the findings in this report may be considered overpessimistic, yet prior to the war the export industries of Great Britain maintained a high degree of efficiency and tended to set the pace for other industries. Today, the newer industries manufacturing principally for home consumption, such as the manufacture of automobiles, radios and artificial silk, are making the most progress. Improvement in these newer industries is not measured by the old standard indices of British conditions.

During the year ending March, 1928, there was a surplus of \$4,250,000 in receipts over government expenditures. In the budget for the coming year, revenues are estimated at \$312,000,000 and expenditures at \$286,195,000, leaving a balance of \$25,805,000. Receipts from reparations and payments from former allies are estimated at \$32,000,000 and payments to the United States at \$32,845,000, leaving a deficit of only \$845,000 to be provided from taxation. The changes in taxation for the coming year reduce the tax rate on the heavy industries and the railways. It is hoped by assisting these industries and by securing some reductions

on freight that the foreign trade situation will be improved. A large proportion of the burden of local taxation has been transferred to the nation as a whole with a view to securing more equitable distribution of the total load. The additional revenue is provided mainly from a fourpence tax per gallon of the lighter oils, gasoline and kerosene.

On the whole, industry is making consistent, if rather slow, progress. The recent improvement in the value of British securities on the London market may be accepted as an indication of increasing optimism and this increase has been particularly marked in shares of companies engaged in manufacture for export.

During the interval before improvement gains marked headway, only the



J. A. KINGSMILL
Who was re-elected Secretary of the Investment Bankers' Association at their annual meeting in Quebec.
—Photo by "Who's Who in Canada"

most farsighted foresee the possibilities that lie ahead. After all, the financial situation furnishes the criteria by which to forecast the general trend and British finances have been sufficiently stabilized so that steadily increasing optimism concerning the future is fully warranted.

Aesthetic Urge Aids Growing Paint Sales

TWO factors must share the credit for the success of the joint advertising campaign conducted by the paint and varnish manufacturers. One, the increase in aesthetic interest which was already spreading among the people when the campaign was inaugurated, so that seed fell on prepared soil, but perhaps even more important than this, the daily increasing competition between individuals and between communities to make their immediate environment more attractive for business reasons.

The "save the surface" campaign, of course, stressed the value of paint from a protection standpoint and no doubt this effort left its mark, but the feeling has been expressed that the chief reason why paint sales were increasing was an aesthetic one that this was based on a growing appreciation of the delight that is found in beauty and the dollar and cents value of beauty as a help to making sales.

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For Men and Young Men
Ready to Wear. Made to Measure.
I give you the best in style, quality and value.
Prices \$25 to \$45.
Emmet Doherty's Upstairs Clothes Shop
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Solid brick and steel structure at present used for stores and apartments. Would be ideal hotel location, being situated near Post Office, City Market and new C.N.R. Station. Rentals at present paying over 11% net. Owner requires capital for farm development.
Western Hay & Potato Growers Ltd.
10127-99th Street, Edmonton, Alberta.



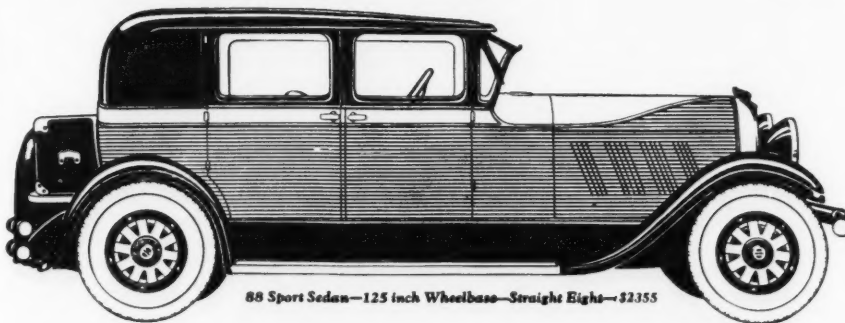
Illustrating the difference between smooth and jerky power

The advantage of the Straight Eight Motor Car is its smoothness; its over-lapping power impulses that produce a continuous flow of even, flexible power

The Height of STRAIGHT EIGHT VALUE is this closed car for \$2355

F.O.B. Toronto.
Taxes Paid.

Make the car itself prove this claim. Drive it and compare it. If it does not sell itself you will not be asked to buy.



88 Sport Sedan—125 inch Wheelbase—Straight Eights—\$2355

125 inch wheelbase
Strongest frame under any car
More horsepower than any other stock car per size
Dual Carburetion
Dual Manifold

Bohnalite steel strut pistons
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Luxury Type Upholstery Springs and Genuine Curled Hair

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which need protection from the sun in your Office, Factory, School, Store or Hospital.



are giving absolute satisfaction in many of our largest industrial plants, offices, schools, etc.

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THE ROYAL TRUST & EXECUTORS AND TRUSTEES

Aviation: A Growing Industry

Demand for Aircraft is Steadily Growing as World Turns Its Attention to Newest Method of Transportation and Travel—Canada Makes Up for Lost Time—The Development in Europe and the U.S.

WHILE in many respects Canada has lagged behind other nations in post-war aerial development, signs are not wanting at the present time that the Dominion is busily engaged in making up lost time. Public interest in aviation in this country is just beginning to be awakened; heretofore aerial enterprise has been largely confined to the Government services, mainly in the use of airplanes for fire-prevention work in the North. Now, however, with regular air-mail services connecting Toronto, Ottawa and Montreal with the transatlantic vessels; with flying clubs, which receive support from the federal Government established in the more important towns and cities; and with the increasing use of airplanes in prospecting work, it appears that Canada is realizing the growing uses to which she can put our most modern method of travel and transportation.

Passenger travel by airplane has not yet quite come into its own in Canada but there are indications that before many months, regular services will be established. In this connection, a survey of what is being done in the United States and in Europe, is of more than passing interest.

While it is probably true that the United States leads the world in commercial and civil aviation, as pointed out by "The Index", published by the New York Trust Company, in the one department of passenger carrying it is far behind Europe. There are a number of reasons for this: aviation is not subsidized as in Europe; the railroad service between important cities, such as Chicago and New York, is so efficient that the airplane could not save any large amount of time except by night-flying, for which it is not yet completely adapted; and on this continent a trans-continental train is not halted by the exigencies of traffic barriers and customs duties.

In Europe, however, transportation by airplane is now a regular system of travel, operating according to time tables and in all kinds of weather with only a few exceptions. Fares have been reduced to a point where they are now about equal to that of first class railroad traffic. There has been a continual extension of routes and an expansion of traffic, and this has been accomplished under a high standard of safety. In the past two years in the British service, for example, there have been no accidents whatsoever resulting in death or injury. The table below, giving the number of passengers and the amount of freight carried, indicates that Germany is carrying on the most extensive air-transportation business:

COMPARATIVE AIR TRAFFIC IN EUROPE 1925*		
	Passengers Carried	Freight Carried
Germany	56,268	1,034 tons
Great Britain	29,367	479 tons
France	18,800	377 tons
Holland	6,275	158 tons
Italy	3,991	46 tons

*Figures secured from the Daniel Guggenheim Fund for the Promotion of Aeronautics

Although final figures are not available each country showed a very considerable increase in 1927. In Holland, for example, the number of passengers doubled and the amount of freight was nearly twice as large as in 1926. In Italy the number of passengers nearly tripled and freight was more than three times as great.

Germany maintains 73 regular air lines, both local and international. These are either controlled by the Deutsche Luft Hansa or by companies affiliated with it and connect about 81 towns within the country's borders.

Because of its elaborate and long-established Zeppelin organization,

Germany has been chiefly responsible for airship development, and the latest ship under construction—the LZ 127—has attracted considerable attention. This is designed as a commercial airship with a range of 6,000 miles and will be able to carry 20 passengers and 15 tons cargo at a normal speed of from 62 to 68 miles per hour. The ship has already been chartered to the Spanish Company "Colon" for the beginning of a regular service between Seville and Buenos Aires in the fall of 1928.

In Great Britain the needs of the Empire have constituted an important factor in promoting aeronautical development. Previous to the use of aircraft, the British navy was the essential method of linking the far-lying reaches of the Empire; and was adequate protection for the water-surrounded United Kingdom. This water-barrier constituted no defense against the airplane, however; and both military exigency and the need for more rapid imperial communications called for a regular system of air transportation.

Control of British aviation was given to one company, the Imperial Airways, Ltd., in March, 1924, and this monopoly lasts until 1939. The company receives a subsidy of \$685,000 a year; in addition, various government aids to aviation for airports, surveys, technical equipment, etc., totalled \$1,200,000 in 1927-28. This compares with a subsidy of \$6,635,000 in Germany, and \$3,170,000 in France.

In the United Kingdom itself the small distances largely preclude the usefulness of air service, and the basis of British aviation today is the air service across the Channel to points on the Continent. The "Silver Wing" service between London and Paris is probably the most famous air line in the world and operates with particularly luxurious accommodations.

Like all its European compatriots, the company is making particular efforts to establish a service with the Far East. The route between Cairo and Basra in India reduces the service between London and Bagdad to 8 days as compared with 23 days by sea.

Commercial flying in France is handled by four principal companies, which represent consolidations of the smaller organizations operating in the earlier years of commercial flying. The most important is the Air Union which conducts the London-Paris service and a service between Paris and Marseilles and other Mediterranean connections. The airport of Le Bourget is one of the largest and best equipped in Europe and is not only the centre of French flying, but is a focal point for planes from all over the Continent.

London-Paris service figures with equal importance in the operations of the Royal Dutch Air Line (K.L.M.) of Holland, constituting nearly half of this company's total traffic. The company co-operates with foreign companies in lines to Bremen and Hamburg, Copenhagen and Malmo, Brussels and Basle. The K.L.M. is now organizing a route to Java in the East Indies.

Inasmuch as the year 1926 was the first year of systematic air transportation in Italy, the figure given in the table is not a particularly good index of the amount of traffic handled by the Italian air lines today. There are now 7 main services in operation connecting all the principal cities of Italy and running to Vienna, Athens, Constantinople, Geneva and Albania. On April 21st, the birthday of Rome, the Littorio Airport for both airplanes and seaplanes was inaugurated.

In general, the European companies have been able to maintain a regularity of about 94 per cent. representing the proportion of flights actually made to those regularly scheduled. This will be recognized as a very high degree of efficiency. The main obstacle to maintaining the time table is fog, which is still the aviator's greatest enemy. No satisfactory guide for fog flying has yet been devised, and no method in fog dissipation has advanced beyond the experimental stage.

The United States as yet does very little passenger carrying by airplane, but no country in Europe has achieved as efficient and as extensive a system of mail transportation as exists in that country. The use of the airplane in this way and for freight carrying and for aerial services has proceeded to such an extent that there are more commercial and civil airplanes in the U. S. than in any other country. The total number of commercial and civil airplanes in Germany, France, England and Italy is 1,877 for the four countries combined. In the United States the total number of commercial and civil airplanes is 3,230. There are 78 airplane factories in the four countries mentioned. In the United States there are 103.

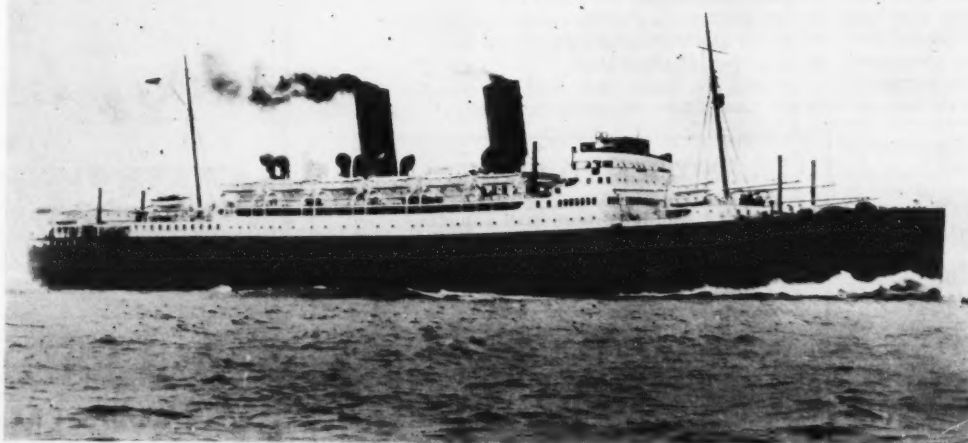
Two years ago Congress transferred the air mail routes to private contractors. Today there were 22 mail routes, two of them operating twice a day, with an aggregate length of 11,466 miles. Volume of mail carried last year was 1,455,280 pounds, and miles flown exceeded 8 million. The Department of Commerce announced that by the end of this year it is probable that mail will be carried by airplane to all of the forty-eight states.

All this has necessarily given rise to a new industry—that of aircraft manufacture. It is an industry which undoubtedly faces an enormous expansion in the not very distant future. Production of aircraft in 1927 is conservatively estimated at 2,363 airplanes, which is twice as great as in 1926. During the last half of the year the average increase in commercial production was approximately 300 per cent. over any previous period.

The industry is also finding an increasingly large market for its production abroad although American exports of aviation equipment are less than those of France. American exports of airplanes and equipment were 85 per cent. greater in 1927 than in 1926 and were valued at \$1,903,000.

Estimates for aircraft production in the U. S. in the current year generally set a figure of some 10,000 planes which will probably be considerably less than the actual demand. The manufacture of engines is even more inadequate. There are now 9 established manufacturers producing aircraft engines. The total production of commercial engines in 1927 was about 540, all of which were of air-cooled design. The balance of the 1,653 commercial airplanes produced in that year was powered with 1,090 war-surplus Curtiss CX-5 engines.

This Curtiss war engine has been an interesting factor in the industry. There was a considerable supply of these engines left over from the war and from these the manufacturers were able to equip their planes with reliable engines at low cost—for retail prices as low as \$250. The supply is now practically exhausted and the substitution of modern engines will necessitate a very large rise in price. This is not likely to check the demand and will create a more normal price scale in engine manufacture until economies in mass production are reached.



THE S.S. "DUCHESS OF BEDFORD"

The splendid new Canadian Pacific liner, which has lately made her maiden voyage on the Montreal-Liverpool route. The ship has a gross tonnage of 20,000 and possesses a number of refinements not usually found in cabin-class steamers. She is the first of four such vessels built by the Canadian Pacific Steamships for the St. Lawrence route, the second of which, the "Duchess of Atholl," is scheduled to undertake her maiden trip in July. The others, the "Duchess of Cornwall" and "Duchess of Richmond" will enter the Canadian service next year.

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FINANCIAL STATEMENT
For Year Ending March 31, 1928

ASSETS	
Cash	9,075.18
Accounts and Bills Receivable (less Reserve of \$10,000)	183,900.46
Inventories	190,884.72
Machinery, Repair Parts and Supplies	383,950.36
Prepaid Charges to Operations	8,865.42
Loans and Investments	46,270.82
Associated Companies	\$49,584.14
Shareholders	9,307.91
Land, Buildings, Plant, Machinery, Water Power Rights and Equipment	858,802.05
LESS: Reserve for Depreciation	2,461,420.23
	408,068.84
Bond and Share Discount and Expense	2,053,900.39
Goodwill	20,155.48
	\$19,351.95
	\$3,741,990.05
LIABILITIES	
Accounts and Bills Payable	\$225,116.02
Due to Associated Companies	71,321.08
Reserve for Taxes	3,745.00
First Mortgage Bonds due 1937	\$1,500,000.00
Authorized	1,040,000.00
Issued	150,000.00
LESS: Cancelled through Sinking Fund	800,000.00
CAPITAL	
Authorized 50,000 Shares of \$100 each	\$5,000,000.00
Issued	
7% Cumulative Preferred Stock	325,000.00
Balance 1st April, 1927	22,500.00
Subscribed and paid for during year	347,500.00
Common Stock	2,100,000.00
Profit and Loss Account	2,448,000.00
	103,807.20
	\$3,741,990.05
CONTINGENT LIABILITIES:—	
Bills Receivable discounted	\$31,807.00
Guarantee to Bankers	30,000.00
Balance of Expenditure on Construction of New Mill at Toronto	
	DAVID F. ROBERTSON, Directors.
PROFIT AND LOSS ACCOUNT	
For Year Ending 31st March, 1928	
Sales	\$1,738,109.78
Sales to Company's Own Mills	38,904.33
	\$1,777,014.11
Cost of Goods Sold, exclusive of Depreciation for Year	1,480,188.22
GROSS PROFIT	296,825.89
ADD: Dividends, Interest, etc., received	23,435.66
	\$311,261.55
DEDUCT:—	
Salaries and Expenses of Directors, Clerical Staff and Travellers	\$75,105.66
Sundry Expenses, Discount, etc.	58,067.97
	113,233.63
PROFIT for Year before providing for Depreciation, Bond Interest and Discount	198,027.92
DEDUCT:—	
Bond Interest	\$4,430.92
Bond Discount and Expense	8,523.16
Depreciation	40,000.00
	102,954.08
NET PROFIT for Year subject to Income Tax	95,073.84
DEDUCT:—	
Dividends:—	
Preferred Stock	23,931.25
Common Stock	31,307.50
	55,238.75
ADD: Balance at Credit 31st March, 1927	30,631.00
	64,172.86
Balance at Credit 31st March, 1928	\$103,807.95
AUDITORS' CERTIFICATE:	
Audited and found correct, subject to our report of this date (Signed) CLARKSON, McDONALD, CURRIE & CO., Chartered Accountants	
Montreal, May 22nd, 1928	

Good Advice About Investments

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GOLD & DROSS

SATURDAY NIGHT TREMBLES!

(Continued from page 17)

made a few exceptions to the hitherto invariable rule because of the increasingly better standing of the mining industry generally. Saturday Night, as advertising agencies know, has rejected hundreds of thousands of dollars of possible advertising revenue because it believed that the advertising in question did not come up to Saturday Night's standards. The story that someone silenced our attacks by coming to this office and "beating up" the person responsible is, of course, another figment of the imagination. No such incident has occurred as yet in the history of this journal.

As regards our kindly correspondent's present threat, by all means let him come around if he wants to, but why does he not try the courts if he thinks our statements regarding Mr. O. J. Brooks are false? Mr. Brooks himself on one occasion tried to frighten us into silence by instituting suit for libel, but thought it better to withdraw the suit before it reached the courts. Presumably Mr. Brooks thought he could not win his case, and Mr. Brooks surely ought to know if anyone does.

However, we owe our correspondent thanks for brightening up an otherwise dull day.

WAINWELL OILS LIMITED

Editor, Gold and Dross:

I am told that shares of Wainwell Oils Limited are an excellent bet in the speculative field. What do you think? While I am highly interested I find it difficult to get any reliable information about the proposition, and would appreciate it if you would give me the facts. I saw a report that the company had already struck oil in a rather big way. What does this amount to?

—F. T. W. Windsor, Ont.

The recent flow, or blow-in, secured at the Interior well, owned by the Wainwell Oils, Limited, of Toronto, is the most important oil strike made so far in Wainwright district development, and is bound to attract renewed interest in the Northern Alberta field. According to latest information, the oil strike is given at about 350 barrels per day, of asphaltic base, and is believed to be slightly higher in gravity than found by other producers. This has occurred at a depth of 2,072 feet. There is also a gas flow, thought to be wet gas, estimated at about 5,000,000 cubic feet. Freedom from water, a previous handicap with so many drillers, is another encouraging feature. All things considered there seems to be good ground for optimism by officials of Wainwell Oils, Ltd., and plans are under way to drill additional wells. For that reason you might be justified in speculating in a few shares.

Dominion Government officials in Alberta have been checking over recent developments, and they will no doubt make a formal report at an early date, but accurate tests cannot be made until tanks are provided and the well is under proper control. An oil sample tested shows 15.25 Beaume with water and B. S. one-half of one per cent.

The well is situated in the lowest portion of the valley in the Wainwright district, where the prospect of striking oil had been doubted by many authorities. This territory is approximately twelve miles wide, from north to south, and twenty miles long, from east to west.

The Interior well was completed and is owned by the Wainwell Oils, Limited, of which P. D. Bowlen, of Toronto, is vice-president and general manager, the company being represented in the field by J. C. McNab. The Interior Oil Company, by whom the well was commenced, will draw a royalty from production and also own about 3,000 acres of leases around the well, on which drilling will start in the near future. The Wainwell Oils, Limited, own 40 acres on which the present well is situated, and also considerable acreage under lease in the vicinity.

The Interior Oil Company commenced drilling in 1925. In the spring of 1926 the derrick caught fire and during that season was rebuilt, and drilling recommenced, and carried on to a depth of 1,800 feet. Last year only 170 feet of drilling was done, and this spring the remaining 100 feet was completed in considerably less than a month.

A PUBLIC UTILITY SPECULATION

Editor, Gold and Dross:

I would appreciate very much your opinion on the purchase for nine months or a year's hold of Market Street Railway common stock at about \$6 per share. A friend of mine has informed me that the prospects for this stock hitting \$15 by the end of the year are very favorable.

—S. H. R. Sarnia, Ont.

Apparently the only possibility for any marked appreciation in the price of common stock of Market Street Railway Company lies in connection with the proposed acquisition of the property by the city and county of San Francisco. Unfortunately, there is nothing to indicate that this will happen for a long time yet. Apart from this possibility, there is practically nothing to give any real value to the common stock at the present time, and I think anyone who pays \$6 a share for it is showing a good deal of optimism.

There are three classes of preferred stocks ahead of the common stock, and the position of the company is such that it has not been able to pay anything in the way of dividends on any issues junior to the prior preference stock since 1920. Furthermore, no dividends have been paid on the prior preference stock itself since January, 1924, and there are now substantial accumulations of unpaid dividends on both the prior preference and the cumulative preferred stocks. Operating revenues have been decreasing for some time past, while operating costs have been increasing.

In short, the general outlook is by no means favorable to the holders of the common stock, and a purchase at the present time would be an out and out gamble.

TREADWELL-YUKON INTERESTING

Editor, Gold and Dross:

The writer would be pleased to have your opinion as to a purchase of Treadwell Yukon at about present prices. At what figure was the common placed on the market and when? How does Treadwell compare with Sudbury Basin and what is the significance of Mr. Errington's connection with both companies? I understand that T-Y stock is closely held with the exception of about 150,000 shares. Is this correct? Any other information appreciated.

—E. O. S. Elmira, Ont.

Treadwell-Yukon appears to be an important mine in the making. There is still a lot of uncertainty in regard to ultimate financing of development and construction, and nothing short of an official statement of financial plans should be accepted as a basis on which to make calculations.



JOHN C. NEWMAN
Of Montreal, President of General Steel Wares Limited,
who has been added to the Board of Directors of Canadian Vickers Limited.
—Photo by "Who's Who in Canada"

tions. It is true that the shares are closely held by closely associated companies and that the amount of common stock actually in the hands of the public (about 157,000 shares) is limited. I do not know of any of the common stock having ever been disposed of in the form of a public offering.

The details available would indicate about \$17 ore, occurring in the form of large lenses. The early reports which emanated from a newspaper in California were not correct in placing estimates at around one billion dollars in ore. The basis of the calculation was unsound. However, there is a big tonnage (1,000,000 tons above the 300 ft. level) and a mining enterprise of considerable magnitude appears to be assured.

The reason for J. Errington being connected with both Treadwell-Yukon and Sudbury Basin is that Mr. Errington was a pioneer in that field and was instrumental in interesting those who control the properties.

WHY SELL A GOOD STOCK?

Editor, Gold and Dross:

I hold some 12 shares of the 7 per cent. preferred stock of Building Products, Limited. This stock was purchased at the price of \$87.50 and is now listed at \$105.50. It has paid its dividends regularly. Would you suggest accepting the profit made on this stock and selling the same now?

—C. C. D., Toronto, Ont.

Unless you are desirous of taking your profit on your Builder's Products Limited 7 per cent. preferred and re-investing in something more speculative which you may believe to have possibilities for improvement in value, I can see no reason why you should dispose of the stock at the present time. You are getting a good yield on your money, and the company is in a very satisfactory position. The annual statement showed net profits for 1927 to be double those of 1926 and current reports are to the effect that the company is doing a satisfactory business this year.

On the other hand, at the present time I see no great likelihood of the preferred stock greatly appreciating in value, as it is neither convertible nor callable at any fixed figure. As I have said, unless you are desirous of taking your profits to purchase something more speculative, and are able to take further chances, I can see no reason for disposing of your stock.

SOME ATTRACTIVE MINING STOCKS

Editor, Gold and Dross:

What would you consider the four or six best mining stocks, taking into consideration the probable rise in market price? Are such stocks as Noranda, Sherritt-Gordon, Hudson Bay, Hollinger, McIntyre and Wright-Hargreaves due for a rise in price? What do you consider the better stocks of the cheaper or more speculative class, Howey, Central Manitoba, Tough-Oakes, etc.?

Do you consider the present or in the near future as promising a time for an increase in prices of mining stocks generally? I mean as good as the past year or so.

Yours very truly,

—D. F. Saskatoon, Sask.

Due to the substantial decline in market quotations for mining shares during the past six months, the present time appears to be attractive for purchase of the better class issues. At the outset, of course, the dividends now being paid by the mines of this country do not warrant anything like the current quotations for the shares. Speculators are looking more to the possibilities of growth of the mines and appreciation of value of the shares rather than to the current dividend yield.

Among the better class stocks at this time are McIntyre, Lake Shore, Wright-Hargreaves and Sherritt-Gordon.

NOTICE TO READERS

Saturday Night's investment advice service is for the use of paid-in-advance mail subscribers only. Saturday Night regrets that it cannot answer inquiries from non-subscribers.

Each inquiry must positively be accompanied by the address label attached to the front page of each copy of Saturday Night sent to a regular subscriber, and by a stamped, self-addressed envelope.

Each letter of inquiry should refer to one company or security only. If information on more than one company or security is desired, the sum of fifty cents must be sent with the letter for each additional company or security inquired about. If such additional inquiries relate to mining or insurance matters, they should be written on separate sheets of paper.

Inquiries which do not fulfil the above conditions will not be answered.

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Notice is hereby given that the regular half-yearly dividend of 3 1/2%, being at the rate of 7% per annum, has been declared, payable on July 1st, 1928, to shareholders of record June 20th, 1928. Transfer books of the company will be closed from June 20th to June 30th, both days inclusive.

By Order of the Board,
J. R. LOVATT,
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don. The first three are paying dividends and are growing steadily, while the last named is developing in a manner which offers promise of a particularly big mine in the making. Of the cheaper stocks mentioned in your letter, the element of risk becomes much greater.

Tough-Oakes-Burnside completely suspended milling of ore and is using the plant only in the re-treatment of an old tailings pile at this time. They are sinking, however, to 2,000 feet and with hopes that by the time the tailings are through late in October it will be possible to resume milling of ore again from the lower levels. Just at the moment things look poor for Tough-Oakes, but it is my opinion that if the deeper work can be continued there are reasonable prospects for a favorable turn in fortunes of the enterprise. The uncertainty, however, makes the shares highly speculative.

Howey has been opening ore of substantial commercial grade and the outlook is encouraging, although also speculative. Central Manitoba appears to be about making ends meet. The grade of the ore and the capacity of the mill is such that the performance to be expected may not be very impressive and may possibly not result in any dividends for the shareholders. Further work will alone determine whether larger scale milling may be attempted, and in the meantime the shares remain highly speculative.

THE OUTLOOK FOR ABANA

Editor, Gold and Dross:

I would appreciate any information you may have as to the future outlook of Abana Mines Limited, as I have 350 shares. I read a very bullish report on this property in the Canadian Mining Reporter recently.

—D. F. M., Toronto, Ont.

You should not take the remarks of the Canadian Mining Reporter too seriously. There are attractive features about Abana and there are factors that are otherwise. There is some good ore in interesting quantity, but there is some uncertainty as to whether the mineralization is consistent enough and in large enough volume to carry the problems of power and transportation. It is my opinion that Abana is a mining prospect with attractive possibilities but that the boosting so frequently emanating from questionable sources is detrimental to efforts to establish public confidence.

There has been a lot of talk about ore on Abana having greater value than Noranda. Such talk is so absurd at this stage that it tends to discredit some of the things that are reasonably attractive about Abana. As regards the probable trend of market prices for Abana shares, I have no idea.

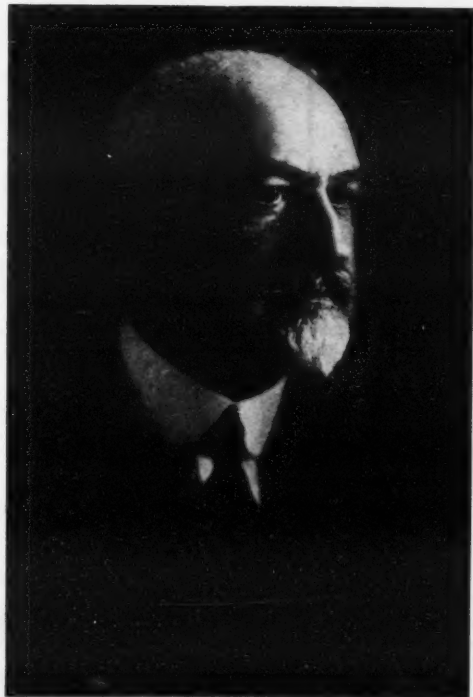
POTPOURRI

J. E. St. Thomas, Ont. GENERAL MOTORS has been showing increasingly satisfactory earnings. The company's profits in 1927 set a new high record, with net income for the year equivalent to \$12.99 a share of common, as compared with \$10.75 a share in 1926. A further advance was shown in the first quarter of 1928, earnings per share of common stock amounting to \$3.86 for the three months ended March 31st, 1928, which compared with \$2.90 per share for the same period of 1927. Furthermore, there is reason to believe that per share earnings for the second quarter ending June 30 should be substantially above those for the corresponding period of 1927, and according to Mr. J. J. Raskob, chairman of the finance committee of the company, current indications are that this year will set a new record for earnings. In this connection it is well to remember that General Motors earnings have undoubtedly been helped by the slowness of the Ford Motor Company in getting into production on a large scale. Presumably Ford's competition will be a good deal more serious in the immediate future than it has been for quite a long time past, and it is difficult to say just how much General Motors will be affected by this.

W. H. T., Owen Sound, Ont. Your list of mining shares is above the average. McINTYRE and WRIGHT-HARGREAVES offer good possibilities of growth. HOLLINGER is yielding a substantial dividend and has the appearance of being able to maintain the current rate of disbursement for years. KIRKLAND LAKE is your more uncertain and speculative issue. The present dull period on the mining market is a poor time at which to sell it. It is often a good policy in very quiet periods like this to either sit tight or buy. On the other hand, at times when business is rushing on the mining markets, it is a good time to sell.

A. E. P., Toronto, Ont. SCRANTON ONTARIO holds property adjoining Jackson-Manion on the south. The claims are in the prospect stage and speculation in the stock is risky. The claims appear to warrant exploration in an effort to learn whether they have value, or not.

M. C. J., Clinton, Ont. As long as you permit yourself to be influenced by tipster sheets you may find difficulty in cultivating a reasonable view of mining issues. This season is not suitable in which to liquidate any mining shares. The



JAMES M. MCCARTHY, B.Sc.
Of Quebec, who has been appointed a member of the Quebec Advisory Board of the Royal Trust Company, He is also Vice-President of Price Bros. & Company, Ltd.; a Director of the Quebec Railway, Light, Heat & Power Co. Ltd.; a Director of the Duke-Price Co. Ltd.; and a member of the National Research Council of Canada.
—Photo by "Who's Who in Canada"



NORMAN J. DAWES
President and Managing Director of National Breweries, Ltd., and a director of a number of important newspaper, financial and insurance companies, who has been elected to the Board of the National Brick Company of La Prairie, Limited.
—Photo by "Who's Who in Canada"

Aldermac mine of TOWAGMAC is comparatively lean and the outlook is perhaps less favorable than was the case a year or so ago. However there are large ore bodies and officials believe they will be able to make the Aldermac pay. On the other hand, Towagmac has another enterprise on the move in Geneva (west of Sudbury) where very fine encouragement is being met with. This adds to the favorable prospects for Towagmac. There is undoubtedly an element of risk attached to Towagmac, but the risk is reasonable.

S. C. M., Regina, Sask. The question of appreciation this year on McINTYRE-PORCUPINE depends upon two factors, namely, the general results of deep exploration and development, and the general condition of the market for mining shares as a whole. There are good indications at present that the depression in mining shares may about have run its course and that the turn of the tide may be at hand. This may not mean any sharp upward move, but it might take the form of possibly a gradual increase. At this time the development on McIntyre are favorable, and as mining goes the outlook for appreciation is bright. The stock appears to be well worth what it is selling for.

D. L., Metcalfe, Ont. LA CHATELAIN GOLD MINES, LTD., is a raw prospect of questionable value. Very little work has been done and the outlook is none too promising. The bush is full of little prospects of such class. Hundreds of them result in total loss for each one that attains success.

W. P., Warton, Ont. PORCUPINE GRANDE is an uncertain prospect. There are interesting showings of gold, but the absence of porphyry intrusions appear to have introduced doubt as to there being the necessary concentration of mineral to make up a profitable grade of ore. Coniagas interests explored the property for a time but were not sufficiently impressed to continue the effort. There is a possibility of further exploration revealing favorable areas, but the outlook is pretty uncertain at present.

C. W. H., Montreal, Que. PAWNEE KIRKLAND is capitalized at 3,000,000 shares and is said to have over 500,000 shares still in the treasury. Deep work has disclosed interesting mineralization but with serious question as to whether ore in payable quantity will ever be developed. The rock formation is favorable, and the general conditions warrant the present aggressive effort. There is a fair possibility of success, but with the odds perhaps seriously against such a happy outcome.

"GULLIBLE", Nanaimo, Ont. If you can sell your BETTY for twenty-five cents a share you would be getting out of what appears to be a very doubtful proposition.

J. W. B., Peterborough, Ont. The COPPER ZINC MINES of the Sudbury area is in the prospect stage, and the risk attached to speculation at the price mentioned is very great. Out of that great batch of new promotions in the Sudbury area it may be taken for granted that the large majority will never amount to anything. In each case where there is one mining proposition which offers fair prospects of attaining success, there are batches of others which stagger along under little more than hope. The past few months have witnessed more peddling of new and uncertain issues than has ever before been seen in a similar length of time in the history of mining in this country.

R. B., Regina, Sask. Thanks for the subscription, but you neglected to give your street address and we are unable to send you the paper until we have it. Please advise us at once in this regard. As regards NATIONAL ACCOUNTING SYSTEMS LIMITED, I understand the company has been making satisfactory progress in regard to its financing and it would thus seem to be surmounting one of the chief difficulties it has had to contend with up to now. I have looked over some of the accounting systems which the company has to offer, and what I have seen indicates that they have been carefully devised and have a good deal of merit. However, it does not follow that the company will be a commercial success. Stock of any new enterprise is always speculative at the outset, and it is doubly so in this case when the company not only has to face and overcome the difficulties inseparable from any new project, but also has to sell the public a new idea. The success of a proposition of this kind depends wholly on the company being able to sell its ideas to a sufficiently large portion of the public, and so far as I am aware, it has not yet demonstrated that it will be able to do so.

H. J. C., St. Boniface, Man. KIRKLAND GATEWAY has a small amount of ore indicated. The broken up structure renders development difficult, but some of those involved are of opinion that at greater depth a more uniform condition might be disclosed. Under the circumstances, although of questionable value, the property cannot be utterly condemned. A particularly deep diamond drilling campaign may be warranted and shareholders would appear to have no alternative but to hope that the directors may find ways and means of making the deep test—kill or cure.

T. M. S., Toronto, Ont. GOODFISH is being earnestly explored. The mineralization was patchy in the upper horizons. Work is about completed to 600 feet in depth and cross-cuts and drifts at this depth may provide a better idea of the future. In the meantime the shares are highly speculative. BATHURST was recently equipped with a small mining plant. The surface showings are interesting and are sufficient to warrant underground exploration in an effort to determine whether payable deposits occur at depth, or not. The outcome is uncertain but the effort is fully justified.

W. J. M., Moncton, N. B. EAST BAY COPPER COMPANY holds claims in Dufresnoy Township in the Rouyn district of Quebec. Work is only in the prospect stage and the outlook is pretty uncertain. The shares are highly speculative at any price.

June Bond List

This List provides descriptions of a broad variety of Government, Municipal and carefully selected Corporation securities, and should be of material assistance to those desiring to invest. Especially attractive prices prevail throughout.

Copy will be furnished gladly upon request.

36 King Street West, Wood, Gundy & Co.
Toronto Limited
Telephone: Elgin 4321

New Issue
Department of Cundinamarca, Republic of Colombia
External Secured 6 1/2 % Sinking Fund Gold Bonds, 1928
Dated May 1, 1928 Due November 1, 1928
Price:—93 1/2 and accrued interest; yield to average maturity over 7-14 %
Matthews & Company
LIMITED
Investment Bankers
255 Bay Street Telephone: Elgin 5192 Toronto 2.

BONGARD & COMPANY
STOCK BROKERS and FINANCIAL AGENTS
Members
Toronto Stock Exchange
Montreal Stock Exchange
Montreal Curb Market
New York Curb (Assoc.)
244 Bay Street Elgin 5381 Toronto 2

MAP OF PRE-CAMBRIAN AREA
Our special map of the entire Pre-Cambrian area of Canada, showing mines and developments, will be mailed to any address, post paid, upon request.
A. E. OSLER & COMPANY
Select Mining Investments Established 1886
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LIMITED
STOCK BROKERS
ROYAL BANK BUILDING
TORONTO
HARRY G. STANTON, Member
Toronto Stock Exchange
Telephone: Elgin 3258-9
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J. F. M. Stewart H. Beke
Frank Stollery J. F. Milnes
H. D. Sully D. A. Murray
H. G. Stanton
ORDERS EXECUTED ON PRINCIPAL EXCHANGES

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Branch Offices:
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H. F. MARRIOTT H. FRANKS
Stock Brokers and Financial Agents
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Montreal Stock Exchange
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STOCKS and BONDS
Direct Private Wire Service
to all principal exchanges.
Offices at:
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BRANDON MOOSE JAW SASKATOON EDMONTON
and at
367 Main Street, Winnipeg

WOLVERTON & COMPANY, Ltd.
(Members Vancouver Stock Exchange for Eighteen Years)
AUTHORITIES ON B.C. MINING ISSUES—MARKET LETTERS FREE.
Established 1906. Paid Up Capital \$84,304
Incorporated 1907. Surplus and Reserve \$2,131
Bankers: Royal Bank of Canada.
Caldes: Wolverson, Vancouver Net Resources, Cash or Equivalent \$117,425
THIRD FLOOR, VANCOUVER STOCK EXCHANGE BUILDING
553 Granville Street, Vancouver, British Columbia
(Also at Panama, Central America).

Federal Fire



Insurance Company of Canada

President: E. B. STOCKDALE
Vice-President: C. C. SCHOLFIELD, M.P.P.
Managing Director: H. BEGG

Directors:
F. K. MORROW, W. H. MARA, FRANK SHANNON, W. R. HEDG, W. S. MORDEN, K.C., S. C. TWEED

Secretary: J. G. HUTCHINSON
Assistant Secretary: GEORGE A. GORDON
Treasurer: Production Manager, ALAN COATS-WORTH, H. W. MAGRE

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HEAD OFFICE: 78-88 King St. East, Toronto.



Great-West Life

The Canada National Fire Insurance Company

Head Office: WINNIPEG, Man.

A Canadian Company Investing Its Funds in Canada.

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Application for Agencies invited.
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W. H. GEORGE, Superintendent of Agencies.

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Automobile and Accident Insurance Company, Limited
Head Office—Waterloo, Ont.

FIRE: AUTOMOBILE, LIABILITY, INLAND TRANS., GUARANTEE, PORTATION, ACCIDENT, BURGLARY, SICKNESS, BOND (non-tariff).

Applications for agencies invited.
President: Hon. W. D. Euler, Managing Director: J. McIntosh

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This is up to you. By means of a "Long Term Endowment" Policy calling for moderate annual payments, you can assure yourself just the income you desire for your old age.

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MONTREAL

Insurance LIFE Company
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BRITISH EMPIRE Underwriters' Agency

Head Office - Toronto

FIRE and AUTOMOBILE INSURANCE



Security Over \$64,600,000
ALFRED WRIGHT, MANAGER



Eagle, Star & British Dominions Shows Assets of \$102,799,810.58

GROWTH in business and financial strength is shown in the annual statement of the Eagle, Star and British Dominions Insurance Co., Limited.

Fire premiums in 1927 amounted to \$5,492,180, as compared with \$5,352,930 in 1926; marine premiums were \$3,677,820, as against \$3,316,930 in 1926; while accident premiums totalled \$6,787,080, as compared with \$6,516,305 in 1927. Life premiums in 1927 were \$4,969,110 as against \$5,219,615 in 1926. The life branch carries a large amount of old business from acquired companies (there being four closed funds) and it does not show premium expansion. The company wrote a large amount of war loan investment policies during the war and these policies are now maturing.

Underwriting results in the fire and accident branches were highly satisfactory. The fire branch shows a profit ratio of 7.30 per cent. as compared with 3.56 in 1926, while the accident business shows a profit ratio of 9.40 per cent. as against 11.78 per cent. in 1926. The employer's liability business shows a profit ratio of 1.20 per cent. as compared with a loss of 3.58 per cent. in 1926. The miscellaneous business shows a profit ratio of 3.75 per cent. as compared with 1.91 per cent. in 1926.

Fire and accident business combined shows a profit of 5.45 per cent. as against 2.6 per cent. in 1926. Assets at the end of 1927 totalled \$102,799,810.58.

In Canada the company transacts a substantial fire business, the net premiums last year amounting to \$464,638, showing an increase of about \$20,000 over the figures for 1926. The loss ratio was 50.76 per cent. as compared with 44.21 per cent. in 1926. It also operates in Canada its two affiliated companies, the British Crown and the British Northwestern, the combined premium income of these two companies amounting last year to \$593,664 with favorable underwriting results.

What Service Should You Get from Your Insurance Counsellor

UNTIL comparatively recently, the life insurance agent contented himself with the creation and building up of estates. But the conscientious life underwriter of today is more concerned with a complete service, and deals with problems embracing the conservation and distribution of estates.

Whether a man works to live or lives to work, he will wish to conserve the fruits of his efforts in such a way as to make certain for himself and his dependents the best possible results.

The medical practitioner, before committing himself to an opinion, considers the physical make-up and past history of his patient, and makes an exhaustive diagnosis of the individual's case. The Life Underwriter has come to the point where he too will prescribe only after careful diagnosis. He obtains a complete picture of the financial affairs and responsibilities of his client, and the client cheats himself and his family of something which is his and their due if he fails to give the necessary information.

According to Coyne & Troop, of the Canada Life, Toronto, there is one infallible method of arriving at a man's insurance needs, and it is by



SIR PERCY G. MACKINNON
Chairman of Lloyds, London, the famous British insurance firm, and a member of the firm since 1885, who received his knighthood in the recent list of Birthday Honors.

first finding the facts. This involves a survey of what he possesses, and estimates of the effect of death on his affairs. To be considered are:

His dependents—their ages, relationship, etc.
Fixed expenses per annum.

An estimate of the expenses which would continue at his death.

Detailed inventory of assets, liquid, fixed and frozen. (This involves a complete analysis of existing life insurance).

Income from all sources.

Costs of death—Sickbed and funeral expenses; outstanding obligations i.e. mortgages, debts of all kinds; succession duties, executors' fees, legal and surrogate court fees; emergency funds required by the dependents during the period of readjustment.

Arrival at net yield from the estate following death.

The above analysis discloses in terms of capital and income the deficit, if any, existing between the worth at death and the actual amount required by the dependents to carry on. The problem then awaiting solution is the bridging of such deficit in the way most advantageous to the client and to the beneficiaries concerned, together with the drafting of a will to assure the carrying out of the client's intentions.



J. H. RIDDEL

Manager for Canada of the Eagle Star and British Dominions Insurance Company, Limited, which shows total assets of \$102,799,810.58. Mr. Riddel left on July 16th for England to visit the head office of his company and will spend about two months overseas.

No Life Insurance Brokers Under Ontario Law

THE Ontario Superintendent of Insurance, under date of May 31st, has issued the following official statement with regard to the authority of insurance brokers in the matter of placing life insurance:

"The discussion in life insurance circles concerning brokers, suggests the desirability of an official statement as to the terms of the Ontario Act governing, and of the regulations of the Department thereunder.

"The authority of a 'Broker' is limited to negotiating contracts of insurance other than life insurance, section 257(1). The authority of a 'Special Broker' is concerned with unlicensed fire insurance only, section 259(1). The authority of an 'Agent' is covered by subsection 12 of section 256 of the Act, which reads as follows:

"The holder of a license under this section as agent for insurance other than life insurance may, during the term and validity of his license, act as agent for any licensed insurer within the limits prescribed by his license and may act as an insurance broker in dealing with licensed insurers without other or additional license.

"It is clear that there can be no such person as a life insurance broker under the Ontario law, and that the authority of a life insurance agent is limited to acting as agent for the insurer upon whose recommendation the agent's license was issued or renewed.

"In the case of partnership or corporation life insurance agents' licenses, the Department has declined to license individual officers, employees or partners of such partnerships or corporations, upon the recommendation of different insurers, in order to make it impossible for such an agency, corporation or partnership to conduct what would amount to a life insurance brokerage business through the individual officers, employees or partners.

"The Department expects that all insurers and their officers and all life underwriters will co-operate in securing a strict observance of the law. Any information which will enable the Department to take any steps necessary to see that the law is strictly enforced will be appreciated."

Aetna Life Sets New Record for Single Day's Business

EVERY existing record for a single day's business in the history of the Aetna Life Insurance Company was thrown into utter discard on May 16, when field representatives of the company, in recognition of Vice-President K. A. Luther's 30th anniversary as an "Aetna-izer," reported the writing of 2014 life insurance applications amounting to \$11,115,565 of new business.

One of the outstanding features of the day's achievement, from the company standpoint, is the fact that no application of the 2014 is for more than \$150,000, the bulk of them ranging in amount from \$1,000 to \$25,000.

INSURANCE INQUIRIES

Editor, Concerning Insurance:
What is the difference between working under the branch office system and working under the general agency system as far as the ordinary life agent is concerned? Has he a better chance of getting on under a branch manager than under a general agent?

—C. H. Baskatoon, Sask.

There is no difference, so far as the ordinary soliciting agent is concerned, and if he develops into a good producer he will get on well whether working under a general agent or under a branch manager. The two agency systems are simply different methods of handling a company's business in the territories or districts into which the country may be divided for that purpose. Under the branch office system, a manager is employed to look after the company's business in a prescribed territory. He is paid a salary and is allowed the usual commission on business personally written. He appoints soliciting agents who are under direct contract with the company. All expenses of conducting the branch office, including the salary of the cashier and clerks, are regulated and

The Obligations of an Honourable Man

Why do you give your wife a weekly allowance?
Is it not to provide for the present needs of the household?

Life insurance is simply a provision to make the comfort and security of the home permanent in the future.

The assurance premium is merely an allotment from present income to make that condition possible.

The weekly household allowance and the annual assurance premium are equally the prudent provision of the honourable man to meet responsibilities that he has created or assumed.

How have you provided for yours?

SUN LIFE ASSURANCE COMPANY OF CANADA

HEAD OFFICE MONTREAL

The Ocean Accident & Guarantee Corporation, Limited

Canadian Head Office:
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Accident, Sickness, Liability, Automobile, Plate Glass, Burglary,
Guarantee Bonds, Fire, Boiler, Electrical Machinery.
J. A. MINGAY, Manager for Canada
Applications for Agencies Invited

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Offices: Toronto—Montreal
Automobile, Accident, Sickness, Liability, Guarantee Bonds,
Plate Glass, Burglary, Boiler and Fire.
C. W. I. WOODLAND, General Manager
For Canada and Newfoundland
APPLICATIONS FOR AGENCIES INVITED
Branches: Winnipeg, Calgary, Vancouver, London, Ottawa



The Casualty Company of Canada

HEAD OFFICE TORONTO
Automobile, Plate Glass, Burglary, Fire, Guarantee,
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We invite agency correspondence.
COL. A. E. GOODERHAM, President
A. W. EASTMURE, Managing Director

Realization Exceeds Anticipation

Agents for this Company report that efforts to write business realize greater results than they anticipated. The good name of this Company is of great assistance to its representatives.

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The DOMINION OF CANADA GUARANTEE & ACCIDENT INSURANCE CO.

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H. W. FALCONER, Asst. Man. Director
BRANCHES: Montreal, St. John, Halifax, Ottawa, London, Winnipeg, Calgary, Vancouver, London, England; Kingston, Jamaica.

ROSSIA OF COPENHAGEN DENMARK

J. H. RIDDEL, Manager
Head Office for Canada
TORONTO
E. C. G. JOHNSON, Asst. Manager
REED, SHAW & McNAUGHT,
64 WELLINGTON ST. WEST
ONTARIO PROVINCIAL AGENTS

SIDNEY H. PIPE, Fellow, Actuarial Society of America, Associate Actuarial Society of America, Associate British Institute of Actuaries.
MAJOR E. P. S. ALLEN, D.S.O., Associate, Actuarial Society of America.

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LIBERAL CONTRACTS

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Capital Paid Up \$6,500,000 Assets \$20,375,039.57
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BRITISH NORTHWESTERN Fire Insurance Company

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J. H. RIDDEL, President & Managing Director
E. C. G. JOHNSON, Asst. Manager
BRANCH OFFICES: WINNIPEG, CALGARY, VANCOUVER.

H. S. Shannon & Co.

Stock Brokers

Semi-Monthly Comparative Market Bulletin on Request.

Royal Bank Building. Adelaide 7234—Private Exchange. Toronto.

CONCERNING INSURANCE

paid by head office. Collection of renewal premiums is in the hands of the cashier, who is a head office appointee, and who, so far as this part of his duties is concerned, is not under the direction of the branch manager. Under the general agency system, general agents are assigned certain territories and are paid by commission on the business produced in their territory. The general agent appoints soliciting agents under such terms as he deems favorable, meeting their compensation out of commissions received by him from head office. The agents are under contract with the general agent, and not with the company. The general agent must also pay out of his commissions the expenses of operating the general agency, though head office may assist in defraying certain expenses. The general agent's profit depends upon the margin he can save out of the commissions over the expenses of his office and the commissions paid to sub agents. Collection of premiums is in his hands, and he is usually allowed a collection fee of 2 or 3 per cent. on renewal premiums paid through his office after the regular renewal commissions have ceased.

Editor, Concerning Insurance:
Are any figures available showing the amount of life insurance or the number of policies in force in Japan?

—L. C. Vancouver, B.C.
Latest statistics available show that about 15,649,000 life insurance policies are in force in Japan for a total amount of 6,506,000,000 yen (\$3,253,000,000). This is equal to about 9 per cent. of the nation's estimated private wealth, and makes clear the rapid spread of insurance among the Japanese, as the beginning of life insurance in Japan took place in 1880 and the real expansion has occurred since 1900 or later. Life insurance is carried on by native and foreign private companies and also by the Government through the Bureau of Post Office Life Insurance. By far the greater part of the insurance transacted by the private companies is on the endowment plan.

Editor, Concerning Insurance:
Can you tell me if they use a co-insurance clause in fire insurance policies in the United States and if so, is it the same kind of clause as used in Canada? Do you advise accepting a policy with the 80 per cent. co-insurance clause?

—C. L. Cornwall, Ont.
Where the conditions are such that the requirements of the co-insurance clause can be readily complied with, I advise taking advantage of the reduced rate which goes with such a clause. But where, through constantly fluctuating values or other reasons, it is difficult to be sure that you are carrying sufficient insurance to avoid being penalized in case of loss, I advise paying the rate for insurance without the clause. In the United States they use a similar clause, which is called a co-insurance, reduced rate contribution or average clause. The standard form reads as follows: "This company shall not be liable for a greater proportion of any loss or damage to the property described herein than the sum hereby insured bears to . . . per cent. of the actual cash value of said property at the time such loss shall happen nor for more than the proportion which this policy bears to the total insurance hereon. In the event that the aggregate claim for any loss is both less than \$2,500 and less than five per cent. of the total amount of insurance upon the property described herein at the time such loss occurs, no special inventory or appraisal of the undamaged property shall be required. If the insurance under this policy be divided into two or more items, the foregoing shall apply to each item separately."

Editor, Concerning Insurance:
I have just recently taken out a policy for \$2,000.00 dollars on the Whole Life Annual Dividend plan in the Sun Life Assurance Co. of Canada.
Now I have been advised by a brother traveler that I could have done better by taking my insurance with the Commercial Travelers. Would you advise me taking insurance with the Commercial Travelers in preference to the Sun Life? Also would you give me your opinion of the Commercial Travelers Association Insurance Dept.? This is the Canadian edition.

—J. C. Cottam, Ont.
You would be making a mistake if you let go your policy with the Sun Life of Canada, and I advise you to keep it in force. You have a definite closed contract, and if you allow the annual dividends to accumulate with the company, you will have your insurance paid up in a reasonable length of time and will have no further payments to make. Your policy will show steady growth in cash and loan values, which may be utilized at any time should the need arise. If you took out insurance with the Commercial Travelers' Mutual Benefit Society, you would be getting what is called an

open contract, under which the society has the right to increase rates or modify benefits should it become necessary to do so in the future, and, while it is altogether unlikely that the right will be exercised now that the society is on an actuarial basis, it is there. Under the whole-life policy of the society, no member is entitled in the event of discontinuing premium payment to any benefit thereafter. That is, there is no cash surrender value or non-forfeiture privileges, though this does not apply to the society's 20-pay life policy, its life, with premiums payable to age 65, policy, or its endowment at age 65 policy, as they have cash surrender values and the automatic non-forfeiture clause.

Editor, Concerning Insurance:
Would you please discuss in your financial section investment in shares of the Independent Bonding & Casualty Insurance Co., of Newark, N.J., and also as to their marketability value.

—G. G. Montreal, Que.
I do not advise the ordinary investor to buy the stocks of new insurance companies at a premium. The Independence Bonding and Casualty Co., of Newark, N.J., commenced business a year or so ago, and at the end of 1927 had a cash capital of \$356,435, while the total assets were \$657,470. The net surplus was \$23,804, as compared with \$98,095 at the end of the previous year. The net premiums written in 1927 were \$182,618, as compared with \$6,245 in 1926. The total income in 1927 was \$414,191, including \$158,675 paid as a premium or surplus and \$60,029 partial payments on subscriptions for capital and surplus. The losses paid in 1927 were \$21,649, while the total disbursements were \$255,140, or \$52,522 more than the amount of the net premiums written during the year. Until a company has been in existence a number of years and is transacting a profitable business, its shares are not listed as a rule, and accordingly there is no public market for them. The Independence Bonding and Casualty is not licensed in Canada.

Editor, Concerning Insurance:
I have just had a policy come due from England and I would like to invest it in a paid-up participating policy. Would you recommend an insurance company in which I could invest? It is \$500.

—H. H. Dufresne, Man.
If insurance protection is what you require and not a combination of protection and investment you can purchase a paid up policy for about \$1,000 payable at death, and returning annual dividends, for the amount in question, \$500. Any company advertising in Saturday Night is safe to take out this policy with, as we do not accept advertising from companies that are not safe.

Editor, Concerning Insurance:
I have a policy with the Continental Casualty Company, while a friend of mine has one with the Union Mutual Casualty Company of Des Moines, Iowa. Which would you recommend for a sickness and accident policy?

—J. E. Port Egan, Ont.
The former, as the Continental Casualty Company is regularly licensed in Canada and maintains assets in this country in excess of its liabilities here, so that valid claims against it can be readily enforced in the local courts if necessary, whereas the Union Mutual Casualty Company of Des Moines, Iowa, is not licensed in Canada and accordingly in case of a claim in dispute you would have to try to collect in Iowa. This puts a claimant practically at the mercy of an unlicensed company when it comes to enforcing payment of a claim. We advise insuring only with licensed companies. In case of refusal of a licensed company to effect a proper settlement of claims of policyholders in accordance with the Insurance Act of Canada, the Superintendent of Insurance at Ottawa has power to withdraw the license of such company. Where a licensed company has not given a policyholder what he considers he is entitled to under the terms of his policy, we advise laying the facts before the Superintendent of Insurance before incurring the expense of a legal action.

NOTICE TO READERS

Saturday Night's Insurance advice service is for the use of paid-in-advance mail subscribers only. Saturday Night regrets that it cannot answer inquiries from non-subscribers.
Each inquiry must positively be accompanied by the address label attached to the front page of each copy of Saturday Night sent to a regular subscriber, and by a stamped, self-addressed envelope. Each letter of inquiry should refer to one subject only. If information on more than one subject is desired, the sum of fifty cents must be sent with the letter for each additional question. Inquiries which do not fulfill the above conditions will not be answered.

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THE General Accident Assurance Co. of Canada

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ALL POLICIES DIVIDEND PAYING AND NON-ASSESSABLE

BRANCH OFFICES:
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ESTABLISHED 1797
TIME TRIED AND FIRE TESTED
MANY KINDS OF INSURANCE WRITTEN
INSURE IN THE NORWICH UNION

PRUDENTIAL

Assurance Company Limited, of London, England
LICENSED FOR FIRE INSURANCE IN CANADA
ASSETS EXCEED \$900,000,000.
Largest Composite Office in the World. Applications for Agencies Invited.
Head Office for Canada, 10 St. John St., MONTREAL
Kenneth Thom, Manager for Canada.
Western Department: Huron & Erie Bldg., WINNIPEG
R. S. Hickson, Superintendent of Agencies.
Toronto Agents: Messrs. Parkes, McVittie & Shaw, Confederation Life Bldg.

PHOENIX ASSURANCE CO. LIMITED OF LONDON, ENGLAND

Established 1782
FIRE — LIFE — MARINE
Total Resources exceed \$1,000,000,000. Claims paid \$100,000,000.
J. B. Paterson, Manager C. W. C. Tyre, Assistant Manager.
Wm. Lawrie, Deputy Asst. Manager.
Head Office for Canada, 480 St. Francois Xavier Street, Montreal, P.Q.

FIRE ACCIDENT SICKNESS MARINE
AUTOMOBILE LIABILITY HAIL

Union Insurance Society of Canton, Limited

CANADIAN HEAD OFFICE
TORONTO

COLIN E. SWORD, Manager for Canada

A British Company Established in 1855 by British Merchants of the Far East.

LYMAN BODT, MANAGER FOR CANADA GUARANTEED BY THE SUN OF LONDON ROBERT LYNN STALLER, ASSISTANT MANAGER

PLANET

ASSURANCE COMPANY

LIMITED

HEAD OFFICE FOR CANADA — SUN BLDG. — TORONTO
APPLICATIONS FOR AGENCIES INVITED



WATCH YOUR "BONDED" EMPLOYEE

The fact that he can get a Bond at all shows that he has a good character and a WORTH PROMOTING. Let us Bond your key employees. Write for rates.

FIDELITY

INSURANCE COMPANY OF CANADA
A. E. KIRKPATRICK—President
36 TORONTO STREET TORONTO



What would be your Family's Future, supposing you, the Breadwinner, never returned?
Protect them with a Monarch Life Policy.

BRANCH OFFICES COAST TO COAST
Apply to

THE MONARCH LIFE ASSURANCE COMPANY
HEAD OFFICE—WINNIPEG.

The statements contained in this advertisement are not guaranteed, but are based upon information which we believe to be reliable and on which we acted in purchasing these securities.

Paperboard Earnings Up

Report Shows 3.39 per cent. on Common as Compared with 0.78 for Preceding Period—New Toronto Mill in Production by August

A SOUND improvement, both in earnings for the year and in balance sheet position, is revealed by the Canadian Paperboard Company, Limited, in its annual report for the fiscal period ended March 31, 1928. Sales and profits of the company show a satisfactory expansion, earnings on the outstanding common stock being up at 3.39 per cent. as compared with only 0.78 per cent. for the preceding year, while net working capital is up sharply, this despite the fact that the new mill at Toronto has been under construction during the year under review.

The income account shows sales up at \$1,777,014 from \$1,678,775, and after cost of sales, gross profit amounted to \$287,826, as compared with \$232,106. Addition of dividends and interest earned and deduction of operating expenses, bond interest and discount, and depreciation, leaves net earnings available for dividends of \$95,074, up from \$37,721 for the year ended March 31, 1927. Dividends on preferred and common stocks leave a surplus for the period of \$39,635.

In the balance sheet current assets are shown up at \$450,250 from \$399,227, while current liabilities are lower at \$228,861, as compared with \$265,701; this leaves net working capital of \$201,369, up from \$133,526 on the previous balance

sheet. Among the individual items on the balance sheet, the principal changes include inventories, down at \$190,885, from \$256,579; receivables up at \$183,999 from \$141,070; payables up at \$225,116 from \$175,258; bank loans which amounted to \$56,145 on the previous balance sheet, eliminated; and surplus up at \$103,808 from \$64,173.

In presenting the report to shareholders, president J. G. G. Kerry says in part:—"The report makes one of the most satisfactory showings that we have yet had to present to you."

"The three mills of the company have been operated to capacity throughout the 12 months under review, and gross production has been 50,770 tons, as contrasted with 27,856 tons in the previous year."

"The mills have been more skillfully operated during the past year than at any other time in their history and this fact accounts for the satisfactory financial showing made in the face of very active trade competition. The most noteworthy undertaking of the company during the year has been the establishment of a new mill in Toronto. Construction on the new unit is now well advanced, and it is hoped to place it in operation during the month of August of this year."



C. L. BURTON
General Manager of the Robert Simpson Company, Ltd., of Toronto, who was elected Honorary Treasurer, at the annual meeting of the Canadian Chamber of Commerce, at Quebec.

—Photo by "Who's Who in Canada"

was given to pay for the same on a savings plan, with payments spreading over a reasonable period, and this accounts for the unpaid balance indicated above. Since the termination of the fiscal year, additional shares have been sold, bringing the total subscribed capital to \$7,500,000.

The resources of the trust are invested in 262 securities. The wise selections made are indicated by the fact that in addition to the substantial revenue from interest and dividends and sale of securities, the securities held at the end of the fiscal year had an aggregate market value in excess of purchase price of approximately \$164,000. The company had 43.8 per cent. of its funds in bonds; 22.7 per cent. in preferred stocks; 4.6 per cent. in bank and trust companies; 9.9 per cent. in railways and public utilities; 5.9 per cent. in oils and 13.1 per cent. in other investments, including industrial common shares. Approximately 2.3 of the company's resources, therefore, are placed in securities that have relative stability in market values and in view of this the earnings statement is regarded as a gratifying one.

Eastern Dairies

First Statement Issue Shows Surplus of \$34,107

THE annual report for the year ended March 31, 1928, of Eastern Dairies, Limited, which was incorporated in 1926 as a holding and operating company and which now has subsidiaries in Montreal, Toronto, Winnipeg and Ottawa is the first financial statement made available to the public, as the preceding period up to March 31, 1927, was largely taken up with the process of acquisition of companies and the co-ordination of their functions so as to place the company on an efficient and economical basis of operation. No report was consequently issued for that period.

The statement now available shows operating profit for the period totalled \$350,450 and miscellaneous income amounted to \$63,001, making a total of \$413,511. The balance brought forward from the preceding period after deducting income tax was \$14,000 which brought the total available for depreciation and dividends up to \$427,511. Dividends on preferred stock amounted to \$229,112, leaving a balance of \$198,489. Out of this balance, \$164,382 was transferred to depreciation reserve account and \$34,107 was carried forward as surplus.

In commenting on the financial statement, the president, P. A. Thomson, explains that the reason for transferring the entire profits for the year to depreciation reserve was to further strengthen and maintain the company's liquid position. This transfer was made notwithstanding the fact that all of the plants of the subsidiaries were maintained in a high state of efficiency. The depreciation reserve stands at \$714,334.

The balance sheet shows a strong financial position. Current assets are shown at \$1,424,506 and current liabilities at \$449,255, leaving net working capital of \$975,251.

Earnings Lower Gotfredson Corp. Report Shows Sharp Decline

GOTFREDSON CORPORATION Ltd., net earnings were \$88,200 for the year 1927, a sharp decrease from \$251,013 reported for the preceding year. The annual report reveals a total deficit of \$113,998 for the year, after payment of interest amounting to \$75,000 and allowing \$88,161 for depreciation and bond discount.

Surplus forward from 1926 amounted to \$2,456,121, and to this has been added \$600,204 net adjustment, arising through the acquisition of 95 per cent. of the capital stock of Gotfredson Truck Corporation, the purchase of the physical properties of Wayne Body Corpor-

ation, and the writing down of inventories, receivables and intangibles to sound values. After deduction of the year's deficit a sum of \$2,942,326 was carried into the new year.

In their report to the shareholders the directors say it was decided it would be in the interest of the company to follow a conservative policy in regard to used trucks on hand and accounts and notes receivable, and these have been written down to a figure at which they are considered sound value.

President Gotfredson says operations for the first four months of the current year show net sales of \$1,496,000 and a net profit of over \$24,000, after all charges for depreciation, bond interest and taxes for the period. Unfilled orders as at May 15 amounted to over \$500,000. Consequently the results for the last two months of the second quarter should increase the profits materially. Indications are that business should be good for the balance of the year.

The liquid position was improved during the year. Current assets were \$3,104,615, against current liabilities of \$1,123,357, a ratio of 2.76 to 1. This compares with current assets of \$2,676,668 and liabilities of \$987,129, a ratio of 2.71 to 1, at the end of 1926.

International Proprietaries

Limited
Eno's Fruit Salt
CLASS "A" STOCK

This company will acquire the share capital of J. C. Eno Limited, whose product, Eno's Fruit Salt, has for 50 years been sold in countries throughout the world.

The stock now offered is entitled to preferential cumulative dividend of \$2.40 per annum, ranking prior to Class "B" dividends. It also is entitled to dividends on 25% of all amounts set aside for Class "B" stock dividends.

Earnings available for taxation and Class "A" dividends have averaged \$769,527 during the past five years.

PRICE: \$40 per share
and accrued dividend

Send us the coupon for further particulars.

JOHNSTON AND WARD

14 King St. E., Toronto
Royal Bank Building, Montreal

Please send me full particulars regarding the Class "A" stock of International Proprietaries Limited.

Name

Address

Good First Year Showing

Canadian General Investment Trust Report Reveals Excellent Progress—Undistributed Balance is \$174,711 After 6 per cent. Dividends

COMMENCING without resources in January, 1927, Canadian General Investment Trust Limited found itself at the end of its first fiscal year, January 31st, 1928, with a subscribed capital of \$7,103,900, upon which \$4,569,727 had been paid. The average capital at the disposal of the directors for investment purposes throughout the period was \$1,600,000.

The revenue account for the year shows interest and dividends from investments of \$124,818 and an amount of realized gains on securities sold of \$208,355, making the total revenue \$333,174. From this \$36,279 representing interest on loans and sundry expenses of \$489 were taken and \$50,000

was written off underwriting expenses, leaving an amount available for the stock of \$246,405. Dividends at the rate of 6 per cent. were paid, amounting to \$71,693, making the undistributed profit and loss balance \$174,711.

Net revenue, before writing off underwriting expenses, was equal to 18.52 per cent. on the average sum available for investment purposes during the period. It is noteworthy that the net revenue from interest and dividends alone amounted to \$88,049 and was in excess of dividends paid by \$16,356.

During the year rights were granted shareholders to purchase at par one share for two then held and an option



RUSSELL PAIGE
Whose appointment as President of the De Soto Motor Corporation of Canada, Ltd., was recently announced by John D. Mansfield, President and General Manager of the Chrysler Corporation of Canada, Limited, Mr. Paige has been connected with the automotive industry in an executive capacity for many years. He was formerly general sales manager of the Willys-Overland of Canada, Limited, and lately held a high position in the Chrysler sales organization. The De Soto Six is the new car sponsored by Chrysler which is expected to make its appearance shortly.

A Quotation by John Moody

Moody's Investment Service is highly regarded by investment bankers and by experienced investors. He says in a recent report:

"We believe that by 1933 to-day's prices of various issues will then look absurdly cheap, just as 1923 prices look absurdly low to us now."

It is unwise to prophesy. We think Moody's statement too general. There are, however, a few Canadian securities which we think are likely to fulfill Mr. Moody's prediction. If you will write us we will give you their names and our reasons for thinking so.

Cochran, Hay & Co.

Limited
Dominion Bank Building, Toronto
J. STRATHEARN HAY, Member, Toronto Stock Exchange
HAMILTON LONDON KITCHENER WINDSOR

Canadian Genl. Insurance
Agencies Ltd.
205 Federal Bldg. Toronto

June 18 1928

My dear Sir

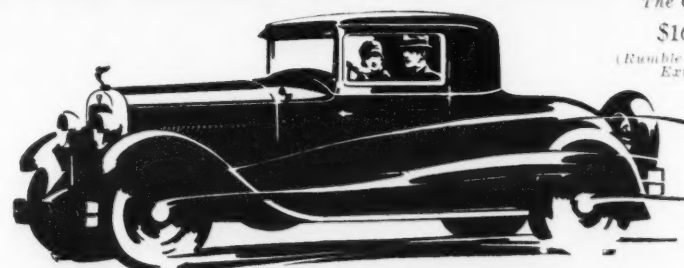
Thanks for yours with enclosure
At last I seem to have found - thanks to you - the complete insurance - an Unlimited All-Risks Automobile policy

And to think that in the past I have been exposing my resources to possibly expensive accidents with only \$5,000 protection

It has been my constant worry that some day I or some member of my household should badly injure some person of note and that I should find my home and home sold to pay the bill.

Sincerely
C.E. Robinson

Color the spirit of the new HUDSON VOGUE



The Coupe
\$1625
(Rumble Seat \$35 Extra)

and performance advanced to thrilling new Limits

*1600 UP	
118-inch Chassis	
Coupe - - - - -	\$1625
(Rumble Seat \$35 extra)	
Sedan - - - - -	1700
Coach - - - - -	1600
Roadster - - - - -	1660

127-inch Chassis	
Standard Sedan - -	\$1860
Custom Victoria - -	2120
Custom Landau Sedan	2120
Custom 7-Pass. Sedan	2500

All prices f. o. b. Windsor, taxes extra
Buyers can pay for cars out of income at lowest available charge for interest, handling and insurance.

Hudson's exclusive fashion of line, color and appointment is adding thousands of beauty lovers to the hosts who want its supremely brilliant performance. In the new models a wider variety of colors are presented than ever before in history and performance is advanced to entirely new standards of motordom.

These are advantages responsible for the most enthusiastic owners and buyers in Hudson history.

HUDSON MOTOR CAR COMPANY

Detroit, Michigan, U. S. A.

DOMINION TEXTILE CO. Limited

Notice of Dividend

A Dividend of One and Three-Pence (1 3/4) per share has been declared on the Common Stock of DOMINION TEXTILE COMPANY, Limited, for the quarter ending June 30th, 1928, payable July 3rd, to shareholders of record June 15th.

By order of the Board,
JAS. H. WEBB,
Secretary-Treasurer.
Montreal, May 31st, 1928.

DOMINION TEXTILE CO. Limited

Notice of Dividend

A Dividend of One and Three-Pence (1 3/4) per share has been declared on the Common Stock of DOMINION TEXTILE COMPANY, Limited, for the quarter ending June 30th, 1928, payable July 16th, to shareholders of record June 30th.

By order of the Board,
JAS. H. WEBB,
Secretary-Treasurer.
Montreal, May 31st, 1928.

CANADIAN PACIFIC RAILWAY COMPANY

DIVIDEND NOTICE

At a meeting of the Board of Directors held today a dividend of two and one-half per cent. on the Common Stock for the quarter ended 31st March last was declared from railway revenues and Special Income, payable 30th June next to Shareholders of record at three p.m. on 1st June next.

By order of the Board,
ERNEST ALEXANDER,
Secretary.
Montreal, 2nd May, 1928.

International Petroleum Company, Limited

Notice of Dividend No. 17

NOTICE is hereby given that a dividend of Two United States Cents per share has been declared, and that the same will be payable on or after the 30th day of June, 1928, in respect to the shares specified in any Bearer Share Warrant of the Company upon presentation and delivery of coupons No. 17 at the following banks:

The Royal Bank of Canada,
King and Church Streets Branch,
Toronto 2, Canada.
The Farmers' Loan and Trust Company,
22 William Street, New York, N.Y.
The Farmers' Loan and Trust Company,
15 Cockspur Street, London, S.W. 1, England.

OR
The Offices of the International Petroleum Company, Limited,
56 Church Street, Toronto 2, Canada.
The payment to Shareholders of record at the close of business on the 23rd day of June, 1928, and whose shares are represented by registered Certificates, will be made by cheque, mailed from the offices of the Company on the 25th day of June, 1928.

The transfer books will be closed from the 25th day of June to the 30th day of June, 1928, inclusive, and 70 Bearer Share Warrants will be "split" during that period.

By Order of the Board,
J. R. CLARKE,
Secretary.
56 Church Street, Toronto 2, Canada,
14th June, 1928.

OTTAWA LIGHT, HEAT & POWER COMPANY, LTD.

DIVIDENDS

Notice is hereby given that the usual dividends have been declared for quarter ending June 30th, 1928, payable to shareholders of record June 15th, as follows:

PREFERRED STOCK: 1 1/2% (being at the rate of 6 1/2% per annum), payable July 1st, 1928.

COMMON STOCK: 1 1/2% (being at the rate of 6 1/2% per annum) payable June 30th, 1928.

The transfer books will not be closed.

By Order,
P. W. FEE, Secy.-Treas.
Ottawa, June 11th, 1928.

Monarch Mortgage & Investments Limited.

Preferred and Common Dividends

A Dividend at the rate of eight per cent. per annum has been declared upon the Preferred Shares of Monarch Mortgage and Investments Limited, also a dividend of five per cent. per share upon the Common Shares of the Company.

The above dividends will cover the six months ending June 30th, 1928, and will be paid July 16th, 1928, to shareholders of record June 30th, 1928.

By Order of the Board,
EDWARD A. TANNER,
Toronto, June 13th, 1928.

Provincial Paper Limited.

Notice is hereby given that Regular Quarterly Dividend of 1 1/4% on Preferred Stock has been declared by PROVINCIAL PAPER LIMITED, payable July 2nd, 1928, to Shareholders of record as at the close of business June 15th, 1928.

(Signed) W. S. BARBER,
Secretary.

The Trinidad Electric Company, Limited

Notice is hereby given that a dividend of 1 1/4% for the quarter ending June 30th, 1928, on the Capital Stock of the Company has been declared.

Warrants will be issued and mailed to the address of each shareholder and are payable at the Royal Bank of Canada, Halifax, on and after the 10th of July, 1928.

The transfer books of the Company will be closed from June 25, 1928, to July 10th, 1928, both days inclusive.

By order of the Board,
F. B. OXLEY, Secretary.

Tip Top Tailors Limited

NOTICE is hereby given that a dividend of one and three-quarters per cent. on the Seven Per Cent. Cumulative Sinking Fund Redeemable Convertible Preferred Shares of the Company for the quarter ending June 30, 1928, has been declared payable on and after July 1st, 1928, to shareholders of record at the close of business on June 15th, 1928. The transfer books will not be closed.

DATED at Toronto Ontario, this 15th day of June, 1928.

M. P. MacKECHNIE, Treasurer.

Montreal Apartments

Bond Issue Covers Amalgamation of Properties

THE \$4,000,000 offering of Montreal Apartments, Ltd., 5 1/2 per cent. first closed mortgage 20-year bonds met with an excellent reception, as stated by officials of one of the underwriting firms. The syndicate offering the bonds is headed by the Royal Securities Corporation, and includes R. A. Daly & Co., Hanson Bros., Matthews & Company and McLeod, Young, Weir & Co.

This bond issue is of more than usual interest, in that it is being made in connection with the amalgamation under one ownership of the imposing Chateau Apartments and the large Drummond and Drummond Court Apartment properties in Montreal, all three of which buildings are landmarks in the high-class central residential district of Montreal, and which have been successfully operated for some time past.

The purpose of the present bond issue is to provide for retirement of presently outstanding 6 1/2 per cent. first mortgage bonds of Montreal Apartments, Limited, and Drummond Investment Company, Limited—the latter company having been the original owner of the Drummond and Drummond Court Apartments.

Consolidated net earnings of the combined properties available for interest and depreciation for the year ended December 31, 1927, are shown at \$385,691.

The bonds are being offered in denominations of \$1,000 and \$500, at 97 and accrued interest, to yield over 5 1/2 per cent. They are to be dated June 1, 1928, maturing June 1, 1948, with principal and interest payable in Canada, New York and London, England.

World Motor Outlook

(Continued from page 17)

the other hand, in Italy there is one car to every 196 of the population. The following table shows the ratio of cars to population in the principal countries of the world:

	No. of persons per private car
United States	7.0
Canada	12.9
New Zealand	13.3
Australia	19.7
South Africa	21.4
Great Britain	63.9
France	69.1
Germany	313.0
Italy	495.8

It would, of course, be unreasonable to expect that such countries as Italy, Germany and even Great Britain will ever be able to show as high a proportion of cars per population as the United States, where economic and geographical considerations are particularly favorable. With Europe's motor production rapidly increasing, and with the further exploitation of the American market, the time must come, sooner or later, when the world's demand for new construction has been satisfied. Already it has been made clear that the annual rate of increase in the world's motor-vehicle registrations is slowing down, the Washington Department of Commerce having stated that the decline has been from 17 per cent. in 1921 to 15 per cent. in 1925 and 12 per cent. in 1926.

There is, however, evidence that the demand for cars for replacement and maintenance purposes will continue at a fair rate and that it is along this avenue that future development will proceed. An American authority recently calculated, for instance, that outside the United States 15 per cent. of the new vehicles produced in 1926 were for replacement purposes, the ratio being as high as 40 per cent. if the American figures be included. Moreover, official figures issued by the British government show that in 1924 repair work accounted for 16 per cent. of the total output of the British motor and associated trades.

Will Middleman Survive?

(Continued from page 17)

is due to the rapid turnover secured by carrying only a rigidly limited number of popular items which have already been brought to popular attention by persistent national advertising.

It is by no means clear as to just how far it may be possible to efficiently eliminate the middleman. The process of assembling bulk goods at such central points as Montreal, Winnipeg and Vancouver, and then distributing them in small lots to surrounding communities is expensive and involves a substantial investment of capital, both in warehousing and inventory. It remains to be demonstrated as to how far it is advantageous for the manufacturer to go in assuming these costs. The ultimate answer must be slowly worked out on the basis of comparative efficiency rather than upon the slogan, "eliminate the middleman."

With scientific credit methods available there is some question as to how far cash sales are likely to be more



ROD V. REAL
Who has been appointed Manager of the Saskatoon Office of The Toronto General Trusts Corporation. Their business in Saskatoon is making considerable progress and last year a local Advisory Board was appointed. Mr. Real was formerly Secretary of the Branch.

profitable than sales on credit. In each case, analysis of the comparative costs of the two methods is necessary. Credit is almost a prerequisite to the low cost method of purchase and sale by telephone. "There are some who believe that the additional costs of cash selling arising from greater selling effort, more selling time, greater inventory shrinkage, less efficient store control and other special costs more than balance the relatively slight credit losses where credit extension is wisely administered."

In a recent interview in the New York Times, Gordon James, chief of the Domestic Commerce Division of the U. S. Department of Commerce, commented on this period of "profitless prosperity" in the United States, to the effect that those who were failing to secure profits were persisting in obsolete ways of doing business.

"In the 'good old days,' that is, up to, say 1910, all business that was half-way properly managed yielded a profit. The habit was formed of thinking of business in terms of gross sales. More sales meant more profits. That is not so today. Case after case comes to the attention of the Domestic Commerce Division of the Department of Commerce of increased sales being won at an expense greater than the profits of the new business.

"In short, the changes have been so great in the last ten years that the companies which have failed to keep up have found competition which they cannot meet. They cut prices and sell at a loss in order to keep their sales volume up and then talk of profitless prosperity. And then, even with their cut prices, they cannot sell their entire volume, they talk of overcapacity.

"The sudden burst of progress has left behind a rather larger number of such concerns than usual, especially in industries in which progress has been slow for several generations past. It is, however, merely the indication of the orderly working of competition and is added proof of the intrinsic health of our industrial organization riding itself in the normal way of obsolete units."

For safety in Exercise wear a PAL



"Attention, please! Hands over the head. Bend forward and touch the toes.

"One, two, three" . . . Ouch! Something's happened. A wrenched cord. A strained membrane. Pain . . . Disablement.

What folly to exercise without the safeguard of an athletic supporter . . . when even the trained and hardened athlete will not take the mildest "work-out" without this protection! . . . Whether in golf, tennis, baseball, swimming, bowling, or even the indoor "daily dozen" . . . play safe and wear a PAL! . . . PAL is the preferred athletic supporter of America's leading colleges and "gyms" . . . The coolest, lightest and most efficient . . . At all drugstores . . . one dollar and a quarter.

A PRODUCT OF
Bauer & Black
TORONTO . . . ONTARIO
Also makers of the famous O-P-C
The suspensory for daily wear

NEW ISSUE

\$1,500,000

Rolland Paper Company, Limited

6% Cumulative Redeemable Preferred Stock

Preferred as to capital and dividends over other classes of stock and entitled to a fixed cumulative dividend at the rate of 6 per cent. per annum, payable quarterly on March 1st, June 1st, September 1st and December 1st, at par at any branch of the Bank of Montreal in Canada (except Yukon Territory). Dividends cumulative from June 1st, 1928. Redeemable as a whole or in part at the option of the Company on 60 days' notice at \$105 per share and accrued dividend, and at the same price in the event of liquidation or voluntary winding-up. Shares of \$100 each par value. Non-voting, except as to matters affecting the rights of the holders and except after four consecutive quarterly dividends shall be in arrears and while any arrears remain unpaid. Transfer Agent: Montreal Trust Company. Registrar: Montreal Safe Deposit Company.

Application will be made in due course to list these Shares on the Montreal Stock Exchange.

	CAPITALIZATION	
	(On completion of present financing)	
	To be Authorized	To be Outstanding
First Mortgage Sinking Fund Gold Bonds, due 1948	\$5,000,000	\$2,500,000*
6% Cumulative Redeemable Preferred Stock	2,500,000	1,500,000
Common Shares (no par value)	100,000 shs.	60,000 shs.

*Of Series "A", 5 1/4%

Each certificate for Preferred Shares of this issue will on original issue be accompanied by a separate transferable registered warrant or warrants, giving the registered holder the right to purchase from the Company as whole shares but not in fractions, Common Shares of no par value of the Company, at the rate of 3 such Common Shares for every 10 Preferred Shares represented by the certificate for Preferred Shares with which such warrant or warrants may be issued, at \$32 per share after June 1st, 1929, up to and including June 1st, 1930; at \$35 per share thereafter up to and including June 1st, 1932; and at \$40 per share thereafter up to and including June 1st, 1934. This stock purchase right will be terminable at the option of the Company at any time on 60 days' notice, during which period warrant holders may exercise their purchase rights and on the expiration of which the warrants will become void.

Descriptive circular, copies of which will be supplied upon request, contains a letter from Mr. Jean Rolland, President of the Company, from which he summarizes:

THE COMPANY: Rolland Paper Company, Limited, has been incorporated under the laws of the Dominion of Canada to acquire as a going concern the plants, properties and undertakings of the company of the same name which with its predecessor for 45 years has successfully engaged in the manufacture and sale of high-grade bond, writing and ledger papers. The Rolland name has been associated with the fine paper business in Canada for over 85 years, originally as importers in the City of Montreal, and as manufacturers since 1882, when The Rolland Paper Company was organized and its first mill built at St. Jerome, Que.—this mill being the first to produce writing papers in Canada. Three generations of the Rolland family have shared in the active direction of the business.

PLANTS AND PROPERTIES: Properties being acquired include a paper mill at Mont Rolland, Que., having an annual manufacturing capacity of approximately 5,300 tons of sulphite bond and rag stock papers, and a paper mill at St. Jerome, Que., having an annual manufacturing capacity of approximately 1,600 tons of high-grade rag stock paper, tub sized and loft dried.

Part of the proceeds of the present financing will be used for the installation at St. Jerome of a new 86-inch fine paper machine, with auxiliary equipment, which it is estimated will bring the total capacity of the Company's plants to more than 8,200 tons per annum. Machinery in both mills is operated from adjacent hydraulic developments to be owned by the Company, the total installed capacities being 2,200 h.p.

VALUE OF ASSETS: Properties, water powers, plant and equipment have been appraised by The Management Engineering and Development Co., of Dayton, Ohio. Their valuation, together with the cost of installation of the additional paper machine at the St. Jerome mill which is being provided by this financing, totals \$3,985,000. Net current assets (working capital) according to the balance sheet as at April 30th, 1928, after giving effect to this financing, as certified by Messrs. George A. Touche & Co., Chartered Accountants, amounted to \$792,562—giving a combined total of fixed and net current assets (without including any amount for valuable trade marks and goodwill, built up over a period of 45 years) of \$4,777,562, equivalent, after deducting First Mortgage Bonds, to more than \$150 per \$100 share of Preferred Stock now being issued.

EARNINGS: Net earnings of the predecessor company for the year ended December 31st, 1927, as certified by Messrs. George A. Touche & Co., after deduction of operating and maintenance expenses, local taxes, interest on bonds now being issued and depreciation at a rate approved by The Management Engineering and Development Co. (with allowance for non-recurring expenses) and available for Preferred dividend and income tax, were \$120,228.13. Based on earnings for the four months ended April 30th, 1928, it is estimated that net earnings, similarly calculated, for the year ending December 31st, 1928 will be approximately . . . \$200,000

As against annual Preferred dividend requirement of this issue of . . . 90,000

—equivalent to 2.22 times the annual dividend requirement.

On installation of the new machine at the St. Jerome mill it is estimated that net earnings

on the same basis, for the year ending December 31st, 1929, will exceed . . . \$300,000

MANAGEMENT: The business will continue under the same management that has been responsible for its sustained growth for many years. In addition, the Board of Directors will include prominent executives of other successful Canadian pulp and paper properties.

The Company's principal bond and ledger paper products are sold under the trade names and watermarks of "Superfine Linen Record," "Earncliffe Linen Bond," "Empire Linen Bond," "Colonial Bond," "Service Bond," "Mount Royal Bond" and "Rockland Bond." They are known throughout Canada for their excellence and uniformity of quality, and for these reasons are also in steadily increasing demand in export markets. The Company's plants, although operating at capacity, are at present behind in completing orders. The additional machine being added upon the recommendation of the management and of independent paper trade authorities, will enable the Company to develop further its various markets.

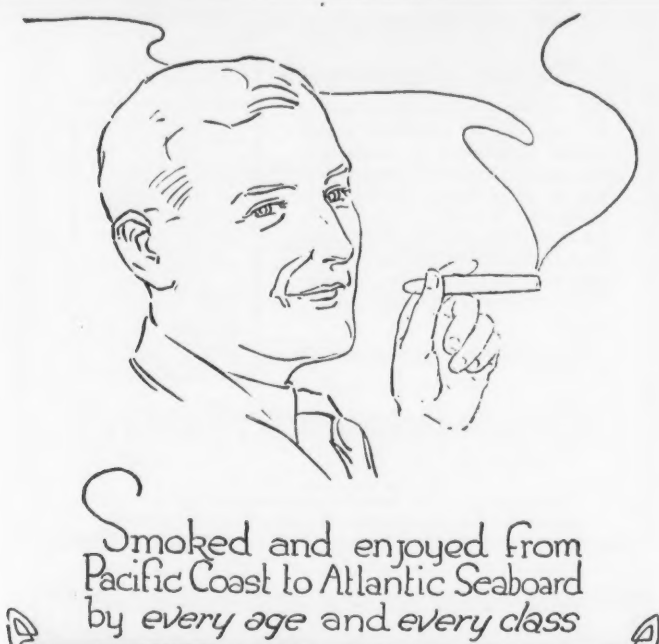
We offer these Preferred Shares for delivery if, as and when issued and received by us, and subject to approval by counsel of all proceedings at—

97 and accrued dividend, to yield 6.19%

Royal Securities Corporation, Limited

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The above statements are not guaranteed, but are based upon information which we believe to be reliable and on which we acted in purchasing these securities.



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FOUNDED 1904

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Sales of Thayers Ltd. Ahead of Schedule

IN SPITE of most unseasonal weather which has naturally reacted unfavorably on the volume of automobile tourist traffic, Thayers Limited, distributors of petroleum products throughout western Ontario, report sales largely in excess of those for the same period last year.

It will be recalled that Thayers Limited recently made an issue through Gairdner and Company Limited of first preference shares the proceeds of which were mainly to be applied to the acquisition of several existing and profitable businesses so as to form a chain of gasoline stations through the heart of one of the most densely populated areas of Ontario. According to J. L. Thayer, president of the company, sales to date show a volume of 25,000 gallons in excess of the schedule which forms the sales basis this year.

Giving Gasoline Away

(Continued from page 17)

In the estimation of many commentators, that step was the beginning of the modern refining industry in Canada. For since then the Canadian refining industry, assured of duty-free raw materials, has grown by leaps and bounds.

Be that as it may, the removal of the tariff was a hard blow for the Canadian oil producers. To solace them, the Laurier government eventually passed the Petroleum Bounty Act. Under this the Canadian oil producers received a bounty of 1½ cents a gallon on all crude petroleum produced in Canada. The bounty represented the equivalent of the tariff protection that had been taken from them.

So the Canadian consumer got duty free kerosene, and the Canadian oil producer retained the equivalent of his former tariff protection, the Canadian refining industry got its chance to expand, and everybody was reasonably happy.

The Petroleum Bounty Act, however, contained one stipulation. The bounty was payable "on all crude petroleum, having a specific gravity not less than .8235 at 60 degrees by Fahrenheit's thermometer".

Under .8235 specific gravity, no bounty would be paid. Up to that time, no crude petroleum lighter than .8235 specific gravity had ever been produced. The Oil Springs crude was practically the equal in quality of any crude oil in the world.

Then why the stipulation?

The same Petrolia refiner previously quoted gave an odd explanation. But as he had been in the business for thirty or forty years, it may be accepted as accurate.

"Every industry has its black sheep. And every oil refinery had in those days a surplus of unmarketable gasoline. Suppose an oil refiner was crooked? It sounds incredible, but just suppose he was. What was to prevent him from running his waste gasoline back into the wells, pumping it with the oil, and collecting the bounty on it, world without end?"

In other words it was, according to this authority, to prevent unscrupulous individuals from thus ingeniously collecting bounty on the gasoline, that the proviso regarding ".8235 specific gravity" was inserted in the bounty act.

In a few years, Canadian refiners were hard put to meet the demand for gasoline. Yet the proviso remained. And it caused some heartburnings among western oil men who in 1914 developed in the Turner Valley field near Calgary a sort of oil that nobody ten years before had deemed possible—an oil lighter and more volatile than commercial gasoline.

When the pioneer Calgary companies made application for the bounty, they discovered to their surprise and annoyance that they couldn't collect it. Their production couldn't qualify under the "specific gravity" stipulation. Their crude oil production was altogether too high grade to entitle them to the government bounty.

In the entire Turner Valley field, only one small well, that of the Alberta Petroleum Consolidated, Ltd., was ever able to collect the government bounty. Which was keen disappointment for operators who entertained the idea that the bounty was intended to encourage native petroleum production.

As a matter of fact, it had no such purpose. It was meant solely to compensate the Ontario Petroleum producers for the loss of their tariff protection. And eventually, in 1925, when the prospect grew suddenly menacing that the Canadian west would develop a crude petroleum production that would and could qualify for bounty, the entire measure was wiped off the slate, as the sole alternative to imposing a back-breaking burden on Canada's treasury.

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This record is not without interest to investors. With the production of Western grain keeping pace with the world demand, a steadily-increasing volume of grain elevator business is assured for years to come.



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FIRST ANNUAL REPORT of the Canadian General Investment Trust Limited

Head Office 347 Bay Street, Toronto

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Calgary Herald.

*Note: \$7,500,000 is the entire amount at present authorized for issue and is now completely subscribed.

BALANCE SHEET

ASSETS	
Cash in Banks and On Hand	\$ 17,659.45
Investments at Cost	\$7,528,219.22
Add: Accrued Interest and Dividends thereon to date	73,209.22
	7,601,419.44
Note: The market value of the above Securities amounts to	\$7,765,679.61
Call Loans and Accrued Interest Thereon	161,916.08
Securities Held for Sale	52,187.28
Furniture and Fittings	51.34
Deferred Charges:	
Underwriting Commission, etc., less amount written off	289,651.80
	\$8,113,876.39
LIABILITIES	
Bank Loans	\$1,773,000.00
Other Loans and Accrued Interest Thereon	134,549.28
Sundry Liabilities, Including Balances Unpaid on Securities Purchased	1,456,014.99
Dividends Payable	5,873.43
Share Capital:	
Authorized: 100,000 Shares of \$100 each	\$10,000,000.00
Issued: 71,039 Shares of \$100 each	7,103,900.00
Less: Unpaid thereon	2,534,172.75
	4,569,727.25
Profit and Loss Account	174,711.44
Contingent Liability	\$8,113,876.39
The shares held of the Capital Stock issued by Canadian Chartered Banks are subject to a double liability.	

To the Shareholders of Canadian General Investment Trust Limited.
We have examined the books and accounts of Canadian General Investment Trust Limited as at the close of business on January 31, 1928, and find that the above balance sheet is in accordance therewith. We verified the company's investments, whether by actual inspection or by certificates from banks and others with whom the bonds and shares were lodged as collateral security. The cash in banks and loans and other liabilities were confirmed by certificates.
And we certify that the above balance sheet is drawn up so as to show the true financial position of the company as at the close of business on January 31, 1928, before providing for income taxes.

PRICE, WATERHOUSE & CO.
SAUNDERS, CAMERON & CO.
Chartered Accountants.

Toronto, April 12, 1928.

PROFIT AND LOSS ACCOUNT

From the 1st February, 1927, to the 31st January, 1928.	
Interest and Dividends from Investments	\$124,818.69
Realized Gains on Securities Sold	208,355.34
	\$333,174.03
Less Interest on Loans	\$36,279.72
Sundry Expenses	489.12
	36,768.84
	\$296,405.19
Less Proportion of Underwriting Expenses written off	50,000.00
	\$246,405.19
Less Dividends paid at 6% per annum	71,693.75
	\$174,711.44
Balance of Profits undistributed	\$174,711.44



SATURDAY NIGHT

WOMEN'S SECTION



TORONTO, CANADA, JUNE 23, 1928

The May Flower

Floral Emblem of Nova Scotia, the Only Province in Canada With a Flower Legally Its Own

By HELEN CREIGHTON

SPRING and the advent of the mayflower are synonymous in Nova Scotia. Not even the robin has the same prestige, and the bursting buds receive but a secondary consideration. For as the white snow lingers on the cold winter earth, and the sun of spring seeks the sheltered nooks to melt the last clinging flakes, this flower creeps slowly from the ground and peeps upward to the sky.

It is a coy flower, petite and graceful, and a brave flower, anxious to be the first to cry welcome to the spring. Above it the leaves upon the trees still linger in the comforting protection of their buds, and the birds postpone their return until the sun is warm again. All unheeding, however, the mayflower makes its entrance into the world, and the forests and the fields grow fragrant with its deep, rich perfume.

Nova Scotia has long had the mayflower for her emblem, and so jealous is she of its possession that a law has been enacted making it entirely hers. A long search through countless old documents had to be made before an account of this act could be found, and because the flower is not incorporated in the provincial crest, sceptical people shook their heads and said that no such act had been passed, that the mayflower had always been the floral emblem of Nova Scotia and had become hers through the custom of many years. One Bluenose, however, remembered that it had once been on the buttons of the militia coats in Halifax.

Eventually the act was revealed, and instead of being made in the eighteenth or nineteenth century as was expected, it proved to be of very modern vintage. On the fourth day of April, 1901, it was passed, and runs as follows:

"The Trailing Arbutus (*Epigaea repens*, Linn.) commonly known as the Mayflower, is hereby declared to be, and from time immemorial to have been, the floral emblem of Nova Scotia."

Why this act was passed at so late a date is not told, but it goes to prove that the flower is considered of importance in Nova Scotia, and that it was thought best to put the official stamp of possession upon it.

This same flower grows in the New England States and in other parts of Canada. In many provinces, however, it is scarcely known, or if known it is only as one species among a great number of flowers. To the Nova Scotian it is the flower of flowers, the most beloved of blooms, sought by educated and uneducated alike. It is part of Nova Scotia life, as dear to every native as the lovely fruit trees of the Annapolis Valley or the sailing vessels that fill every harbor along the coast.

As though conscious of the recognition given her in the sea province, the mayflower grows in profusion everywhere. Within a mile of anybody's home it can be found, and many a box is done up every year and sent to sons and daughters living afar. It is the unspoiled, untamed beauty of the mayflower that appeals; a certain innocence like that of a child to whom the world has taken nothing of naturalness away. The great statesman, Joseph Howe, wrote a poem about it, for even in those early days it had been considered the floral emblem of the Province.

In spite of its name, April is the first month when this flower is found. As soon as the weather allows, all people, young or old, rich or poor, start out all over the province, hoping to be the first to find the mayflower. Low banks and shaded places are particularly fruitful, although heavy, unpromising ground often provides a good place for the seed to lodge and prosper. Being a coy maiden the mayflower must needs hide close to the ground beneath protecting leaves, showing only the slightest pink of dainty face upturned with laughing mischief at those who cannot find her.

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the beau-
is nothing
They are
decked in
the lilies
to toil or
must have
over when
an".

Lloyd's of London, one of the world's greatest authorities on insurance, accidents and safety, declares the Stutz car is the safest of all cars for drivers and passengers. It bases this belief on accident records and statistics. It backs up this belief by charging owners of other cars twice as much in insurance premiums involving injury to owners and their guests, as it does the Stutz.

In the campaign of motoring—what do statistics show? That 70 per cent of every ten caused by flying situation is obvious in the use of glass shattering. "In of flying and sh driver and occup were in the vangu much experimenting chose Protex glass for windshields of Stutz icance of this safety fe the fact that today people throughout the placing plate glass in safety glass. The Stutz expense, because Protex the original equipment and a policy of building the sal sible. Making a car safe i in more ways than one. I drivers and passengers a feel dence and a sense of securi poise is a vital attribute to the motoring. Greater safety is an o ing development in present day motor car engineering, and automobile history

shows that Stutz engineers neered in this respect. The use of Protex glass is one instance. There are others, such as setting the style signing a lower swung ch lower center of grav sible among of grav facts

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IMPORTATION FROM FRANCE IS USED ON
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SCRUTINY OF THIS REMARKABLE ADVAN

THE
SPLENDID
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is another readiness on the ro the car hug the highway wit bouncing or swaying and giving practical immunity against tipping ov at any speed and under any road co ditions. The chief idea is not only



The mayflower of Nova Scotia is made up of a cluster of five or six blooms all gathering sustenance through one hardy stem. The flowers are only about half an inch long from the base to the tip of the petal. In some the color is a virgin white, but in many it is a faint, or sometimes a deep pink as though she were blushing for rushing into the world while the snow still lies upon the ground.

The petals when open form a star with a centre of gold, but the flower is seldom open. The effect therefore is of six lovely miniature buds always in the process of unfolding, yet never voluntarily showing their full be uty. Yet all the while she diffuses a most delicate perfume—a perfume not too delicate to be rich and strong, yet not too strong to be obnoxious. A sweet perfume unlike that of any other flower grown; the beloved perfume of the mayflower.

The leaves of this little plant are large as though of necessity this way to provide protection for the brave little blooms—the harbinger of spring. The stem too is woody,

with a toughness of fibre that is surprising in so dainty a plant. Growing close to the ground, this long, hardy stem is particularly difficult to pluck, and one can easily imagine that Nature formed it this way at its own request as though the little buds clung to the softness of Mother Earth and were loath to leave their happy resting place.

It may be the habit of tradition, but it more likely is the sense of love in the heart of every Bluenose, but each spring sees thousands of Nova Scotians seeking the woods for the mayflowers. The tiniest child clutches a bunch in its little hand, and the hard man of business with his mind solely on affairs mundane does not scorn to give it a place in his buttonhole. Youth in that adolescent stage when he desires nothing more than to be "tough", adds a touch of softness to his grown-up manner by the setting of a cluster of mayflowers in his jaunty cap.

Old ladies keep them arranged in low bowls beside them, recalling their springtime of life in the perfume and beauty of the little flower. And old men with sight de-

parted bend over the tiny bud to grasp its sweetness, hearing the while the brave motto that it sings, "We bloom amid the snow," and revering it for its courage.

In Spring the market at Halifax is alive with mayflowers, and many of the market people are negroes who live nearby. Until the last few years the market was held out of doors, but a covered building now provides a shelter from wind, rain and storm. Here in contrast to the happy negro faces the dainty mayflower awaits a sale, and many a ten cent piece is thrust into a negro pocket in return for a bunch of the spring flowers. Unfortunately, however, although the negroes love and respect their provincial emblem (not knowing probably that it is an emblem, but loving it for itself) they usually destroy its beauty by robbing it of its great leaves. This gives the flowers a naked appearance in which the natural setting, which is its greatest charm, is lost.

Someone has written a song to the mayflower which, however, is somewhat spoiled in the singing as emblem is usually pronounced emblem, and heaven becomes heavunn. The words of the chorus are as follows:

"Heaven bless the mayflower
Blooming by the sea,
Star of Nova Scotia,
Emblem of the free."

A flower, a song to that flower as well as several poems, and a flag of its own—can any other province boast the same?

A hardy little plant in a hardy little province. A blushing, coy flower blooming amid the snow. This is the mayflower of Nova Scotia, the chosen emblem of a sea-faring people who look for a breath of its sweetness as an integral rite of every spring.

The Piper of the Winds

The ragged rooks beat up the rain,
The moon is blown along the sky.
There sounds a pibroch from the plain:
The piper in the wind goes by.

Of Yet-to-be and Once-of-Yore
The piper in the wind can play,
And to the land of Nevermore
Has found the hidden way.

He lays upon the broken reed
His thin blue lips, and you can hear—
The brooding hills, the lonely mead
The secret of the mere.

The dream within the swallow's flight,
The question in the curlew's cry.
The river talking in the night,
The moonlit, whispering rye—

He charmed the rats from Hamelin
And danced the children o'er the hill.
Beware! his fingers long and thin
Bewitch with music still.

To-night he played a serenade
That left the trees bereft and grim.
While, rollicking adown the glade,
The leaves went following him.

—Anne Hepple.

Magic

When suddenly the garden is all pale
With blossom, after months of bare brown trees,
As swiftly covered by a secret veil
Of happy green, that flutters in the breeze
And fain would hide the longed for colored way
Of new born flowers, wine-purple, gold, and blue,
Which leads to meadows where we gather May,
And hear that first strange call, "Cuckoo, Cuckoo."

—Doremy Olland.



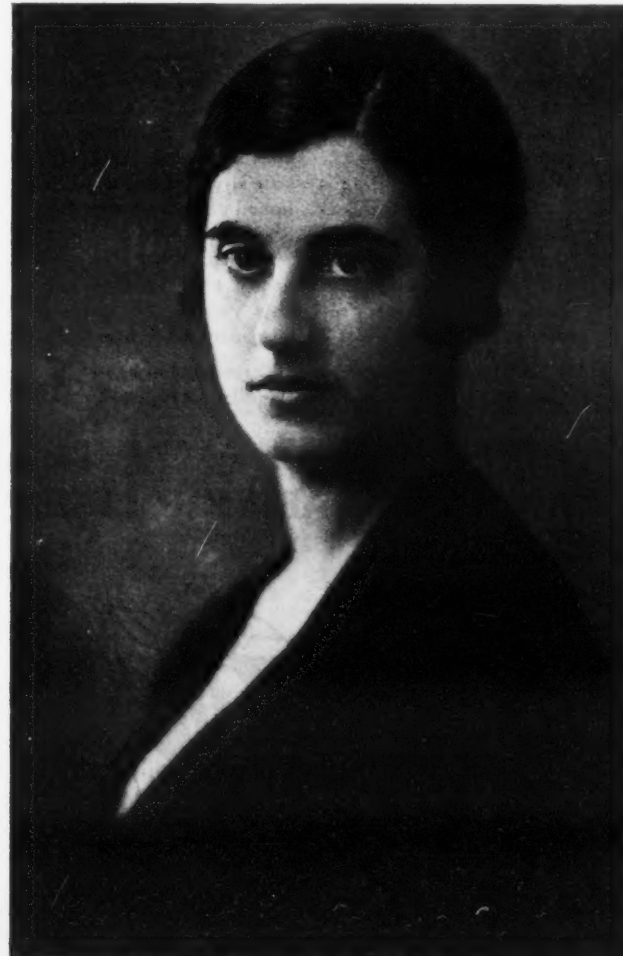
MRS. BENJAMIN FREDERICK DAWSON

Who before her marriage was Miss Ida Margaret (Judy) Pace, youngest daughter of Mr. and Mrs. William J. Pace, of Edmonton, Alberta. Mr. Dawson is the only son of the late Mr. and Mrs. B. F. Dawson, of New York.



MRS. C. ALLEN SNOWDON, OF OTTAWA, WITH HER DAUGHTER, ANDREA.

Mrs. Snowden was formerly Edwina Higginson, of Montreal and Winnipeg.



MISS FRANCES DOUGLAS

Daughter of Dr. A. J. Douglas, of Winnipeg.

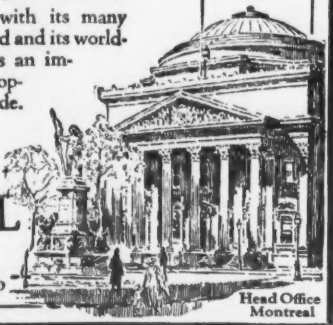
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Maple Leaf Milling Gain

Net Earnings Show Increase of \$43,947—Predictions Not Borne Out but Good Progress Made

THE annual financial statement of the Maple Leaf Milling Company, Ltd., shows the concern to have experienced a profitable year's business. The net earnings for the period amounted to \$513,293.32, as against \$469,345.39 in the previous year, an increase of \$43,947.93. Out of the net earnings for the year the sum of \$117,343.50 was set aside for bond interest and \$205,100 for dividends on the preferred, leaving a balance of \$2,267,311.31 to be carried forward to the new account, which was \$190,849.82 greater than the sum similarly treated a year ago.

The balance sheet shows cash on hand and in bank at the end of the past fiscal year of \$137,797.99, an increase of \$14,434.72 over the previous year. Accounts receivable were up \$639,282.63 to \$2,536,143.93. Inventories were substantially lower, standing at \$3,418,652.43, a decrease of \$533,470.62. Investments aggregated \$3,090,254.18, an increase of \$114,084.53. Real estate, buildings, plant and equipment were valued at \$6,862,392.81, which was \$27,890.49 greater than the similar item a year ago. Good-will and trademarks are carried at the stationary figure of \$236,043.86.

Bankers' advances show an appreciable decrease over a year ago, and now stand at \$3,407,507.36, a drop of \$89,376.72. Accounts payable amounted to \$1,834,715.68, an increase in the twelve months of \$214,096.63. Reserves for depreciation now stands at \$1,738,051.24, an increase of \$63,372. Bad and

doubtful debts are carried on the books at \$84,488.95, an increase in the year of slightly more than \$1,000.

Predictions at the beginning of the year that the company's statement would show earnings of \$17 a share on the common stock are proved far out by the reality, but there is great reason for encouragement in the fact that the net earnings, after all charges, including bond interest and preferred dividends, were equal to \$7.53 a share on the common stock, as compared with \$5.71 in 1927, \$4.17 in 1926, and \$4.50 in 1925.

The common stock was a big dividend payer in times past, as evidenced by the following record: 1916, 7 per cent.; 1917, 21 per cent.; 1918, 23 per cent.; 1919, 13 per cent.; 1920-21, 12 per cent.; 1922, 10 per cent.; 1923, 6 per cent. and none thereafter. Those who believed that considerable economies made in the company's mills would bring back its old earning power had this past record to give them hope, but in recent months none of the mills has been booking much business, and export business was retarded somewhat by the decline in wheat prices. The company was able, however, to redeem \$56,000 for its first 6½ bonds, Series A, due 1943. The bonds now outstanding total \$1,786,500. The company has a strong surplus balance of \$2,267,311, as compared with \$2,076,461 at the beginning of its year. It paid preferred dividends of \$205,100 on its preferred stock of \$2,930,000 during the year.

New Silk Investment Trust

Lowenstein's Latest Company of Interest to Canadians—Controlled by International Holding Co.—Issue Oversubscribed in France

A CABLE received by a director of International Holding and Investment Company, Ltd., in Montreal, announces that a public offering of Class "A" shares of the "Societe Financiere Internationale de la Soie Artificielle", an investment trust organized by Captain Alfred Loewenstein, the Belgian capitalist, along with French interests, was over-subscribed twenty-five times. The offering was made in France. The cable further states that the shares of 100 francs par value were offered by David Dreyfus & Cie at 117.50, and before the day closed were quoted at more than 200 in the open market. The individual subscriptions received amounted to 11,000.

This company, which has a French charter, was organized to hold and acquire shares of Artificial Silk Companies. Its capital consists of 150,000,000 francs Class "A" stock, 30,000,000 francs Class "B," and 7,500,000 francs of Class "C." The "A" shares are preferred as to 6 per cent. interest, guaranteed for the next thirty years by the International Holding and Investment Company, a Loewenstein organization, in which Canadian and United States bankers are interested. It is provided that, after 5 per cent. legal reserve has been declared, and 6 per cent. paid on the "A" shares, 6 per cent. is to be paid on the "B" shares, while the remainder of the profits are to be divided in the proportion of 50 per cent. to the "A" shares, and 25 per cent. each to the "B" and

"C" shares. The entire issue of Class "A" shares has been sold.

This company is a holding company, organized to purchase stocks of artificial silk companies. It is of special interest to Canadians, as it is controlled by International Holding and Investment Company, of which Captain Loewenstein is President and Sir Herbert S. Holt Chairman of the board. Other directors include: George H. Montgomery, K.C., who is Vice-President; J. H. Gundy, Frank B. Common, Andrew P. Holt, J. S. Norris and S. Godin Jr.

International Holding Company also controls the Hydro-Electric Securities Corporation, whose shares were recently listed on the Montreal Curb market.

Arrangements are being made to list the stock of International on the Montreal, New York, Brussels and Amsterdam Stock Exchanges. This company was formerly a British corporation, but its assets were transferred to a Canadian corporation last year. The preferred stock was recently retired, and the \$100 par common shares will be split ten for one before listing takes place. The present stock is now selling on the London Stock Exchange at approximately 325 for \$100 par, from a recent high of 350. International Holding and Investment Company, in addition to having control of the new French company referred to above, also controls other artificial silk companies in France, Belgium and Germany.

Northern Mexico Earnings

Net Income Increases by \$194,557 or 29 per cent. During Year—Additional Horsepower in Current Year

THE Northern Mexico Power and Development Company had a net income for 1927 of \$865,439, showing an increase over the previous year of \$194,557, or 29 per cent. The annual report sent to shareholders and signed by Hon. W. D. Ross as President of the company, states that the total power distributed during the year was 20,907 horsepower, being an increase over the previous year of 2,789 horsepower, or 15.4 per cent. Dividends were paid through 1927 of 1½ per cent. quarterly on the preferred shares, and 1 per cent. each quarter on the common shares. The current year will have the advantage of an additional 3,500 horse-power, which is about completed and will be in operation shortly.

The company's balance on Jan. 1, 1927 was \$838,796, and the total profits for 1927, before providing for bond interests, depreciation and Mexican income taxes, were \$1,215,821. From this were deducted \$34,566 for bond interest, \$5,000 for discount on bonds, \$220,000 for depreciation, and \$90,816 for Mexican income taxes. Preferred dividends took \$210,000, and common dividends \$400,000, or \$610,000 in all, leaving to be carried forward \$1,409,235. The consolidated balance sheet showed the current assets at \$943,208, and the current liabilities at \$272,569. The fixed assets are shown at \$15,109,617.

The company has outstanding \$490,000 of 7 per cent. first mortgage ten-year bonds, due July 1, 1933. The total issued was \$750,000, but \$87,000 has been redeemed and cancelled, and \$173,000 of bonds are held in the treasury. There are outstanding \$13,000,000 of capital stock, divided into 30,000 7 per cent. preferred shares of \$100 par value, which makes \$3,000,000 and 100,000 common shares of \$100 par value, making \$10,000,000. Forty-five of these preferred shares and 4,804 of the common shares are held by the Montreal Trust Co., to be exchanged for prior lien and first mortgage bonds of the Mexican Northern Power Co., Limited, not yet surrendered for exchange.

There are two reserves, one amounting to \$10,000, and the depreciation reserve, amounting to \$1,138,874.

THE dividend of 50 cents per share on the common stock of The Brading Breweries Limited is indicative of the increased business being enjoyed by this brewery. It is reported that the Company's sales have been increasing steadily each month this year, and that the company has now become one of the important factors in the market. The recent expansion in Montreal and Eastern Quebec should soon be reflected in increased earnings.

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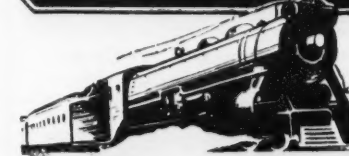
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8.45 a.m. 3rd	" Cent. Time
1.00 p.m. 3rd	" "
6.40 p.m. 3rd	" Mt. Time
11.40 p.m. 3rd	" "
10.00 a.m. 4th	" "
6.40 p.m. 4th	" "
9.30 a.m. 5th	" "
3.00 p.m. 5th	" Pac. Time

CANADIAN NATIONAL



SATURDAY NIGHT

WOMEN'S SECTION



TORONTO, CANADA, JUNE 23, 1928

The May Flower

Floral Emblem of Nova Scotia, the Only Province in Canada With a Flower Legally Its Own

By HELEN CREIGHTON

SPRING and the advent of the mayflower are synonymous in Nova Scotia. Not even the robin has the same prestige, and the bursting buds receive but a secondary consideration. For as the white snow lingers on the cold winter earth, and the sun of spring seeks the sheltered nooks to melt the last clinging flakes, this flower creeps slowly from the ground and peeps upward to the sky.

It is a coy flower, petite and graceful, and a brave flower, anxious to be the first to cry welcome to the spring. Above it the leaves upon the trees still linger in the comforting protection of their buds, and the birds postpone their return until the sun is warm again. All unheeding, however, the mayflower makes its entrance into the world, and the forests and the fields grow fragrant with its deep, rich perfume.

Nova Scotia has long had the mayflower for her emblem, and so jealous is she of its possession that a law has been enacted making it entirely hers. A long search through countless old documents had to be made before an account of this act could be found, and because the flower is not incorporated in the provincial crest, sceptical people shook their heads and said that no such act had been passed, that the mayflower had always been the floral emblem of Nova Scotia and had become hers through the custom of many years. One Bluenose, however, remembered that it had once been on the buttons of the militia coats in Halifax.

Eventually the act was revealed, and instead of being made in the eighteenth or nineteenth century as was expected, it proved to be of very modern vintage. On the fourth day of April, 1901, it was passed, and runs as follows:

"The Trailing Arbutus (*Epigaea repens*, Linn.) commonly known as the Mayflower, is hereby declared to be, and from time immemorial to have been, the floral emblem of Nova Scotia."

Why this act was passed at so late a date is not told, but it goes to prove that the flower is considered of importance in Nova Scotia, and that it was thought best to put the official stamp of possession upon it.

This same flower grows in the New England States and in other parts of Canada. In many provinces, however, it is scarcely known, or if known it is only as one species among a great number of flowers. To the Nova Scotian it is the flower of flowers, the most beloved of blooms, sought by educated and uneducated alike. It is part of Nova Scotia life, as dear to every native as the lovely fruit trees of the Annapolis Valley or the sailing vessels that fill every harbor along the coast.

As though conscious of the recognition given her in the sea province, the mayflower grows in profusion everywhere. Within a mile of anybody's home it can be found, and many a box is done up every year and sent to sons and daughters living afar. It is the unspoiled, untamed beauty of the mayflower that appeals; a certain innocence like that of a child to whom the world has taken nothing of naturalness away. The great statesman, Joseph Howe, wrote a poem about it, for even in those early days it had been considered the floral emblem of the Province.

In spite of its name, April is the first month when this flower is found. As soon as the weather allows, all people, young or old, rich or poor, start out all over the province, hoping to be the first to find the mayflower. Low banks and shaded places are particularly fruitful, although heavy, unpromising ground often provides a good place for the seed to lodge and prosper. Being a coy maiden the mayflower must needs hide close to the ground beneath protecting leaves, showing only the slightest pink of dainty face upturned with laughing mischief at those who cannot find her.

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Lloyd's of London, one of the world's greatest authorities on insurance, accidents and safety, declares the Stutz car is the safest of all cars for drivers and passengers. It bases this belief on accident records and statistics. It backs up this belief by charging owners of other cars twice as much in insurance premiums involving injury to owners and their guests, as it does the Stutz owners. In other words, Lloyd's of London, in the campaign

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shows that Stutz engineers have neered in this respect. The use of Pro tex glass is one instance. There are others, such as setting the style i signing a lower swung ch lower center of grav sible among facts

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is another car hug the highway with bouncing or swaying and giving practical immunity against tipping ov at any speed and under any road co ditions. The chief idea is not only



The mayflower of Nova Scotia is made up of a cluster of five or six blooms all gathering sustenance through one hardy stem. The flowers are only about half an inch long from the base to the tip of the petal. In some the color is a virgin white, but in many it is a faint, or sometimes a deep pink as though she were blushing for rushing into the world while the snow still lies upon the ground.

The petals when open form a star with a centre of gold, but the flower is seldom open. The effect therefore is of six lovely miniature buds always in the process of unfolding, yet never voluntarily showing their full be uty. Yet all the while she diffuses a most delicate perfume—a perfume not too delicate to be rich and strong, yet not too strong to be obnoxious. A sweet perfume unlike that of any other flower grown; the beloved perfume of the mayflower.

The leaves of this little plant are large as though of necessity this way to provide protection for the brave little blooms—the harbinger of spring. The stem too is woody,

with a toughness of fibre that is surprising in so dainty a plant. Growing close to the ground, this long, hardy stem is particularly difficult to pluck, and one can easily imagine that Nature formed it this way at its own request as though the little buds clung to the softness of Mother Earth and were loath to leave their happy resting place.

It may be the habit of tradition, but it more likely is the sense of love in the heart of every Bluenose, but each spring sees thousands of Nova Scotians seeking the woods for the mayflowers. The tiniest child clutches a bunch in its little hand, and the hard man of business with his mind solely on affairs mundane does not scorn to give it a place in his buttonhole. Youth in that adolescent stage when he desires nothing more than to be "tough", adds a touch of softness to his grown-up manner by the setting of a cluster of mayflowers in his jaunty cap.

Old ladies keep them arranged in low bowls beside them, recalling their springtime of life in the perfume and beauty of the little flower. And old men with sight de-

parted bend over the tiny bud to grasp its sweetness, hearing the while the brave motto that it sings, "We bloom amid the snow," and revering it for its courage.

In Spring the market at Halifax is alive with mayflowers, and many of the market people are negroes who live nearby. Until the last few years the market was held out of doors, but a covered building now provides a shelter from wind, rain and storm. Here in contrast to the happy negro faces the dainty mayflower awaits a sale, and many a ten cent. piece is thrust into a negro pocket in return for a bunch of the spring flowers. Unfortunately, however, although the negroes love and respect their provincial emblem (not knowing probably that it is an emblem, but loving it for itself) they usually destroy its beauty by robbing it of its great leaves. This gives the flowers a naked appearance in which the natural setting, which is its greatest charm, is lost.

Someone has written a song to the mayflower which, however, is somewhat spoiled in the singing as emblem is usually pronounced emblem, and heaven becomes heavunn. The words of the chorus are as follows:

"Heaven bless the mayflower
Blooming by the sea,
Star of Nova Scotia,
Emblem of the free."

A flower, a song to that flower as well as several poems, and a flag of its own—can any other province boast the same?

A hardy little plant in a hardy little province. A blushing, coy flower blooming amid the snow. This is the mayflower of Nova Scotia, the chosen emblem of a sea-faring people who look for a breath of its sweetness as an integral rite of every spring.

The Piper of the Winds

The ragged rooks beat up the rain,
The moon is blown along the sky.
There sounds a pibroch from the plain:
The piper in the wind goes by.

Of Yet-to-be and Once-of-Yore
The piper in the wind can play,
And to the land of Nevermore
Has found the hidden way.

He lays upon the broken reed
His thin blue lips, and you can hear—
The brooding hills, the lonely mead
The secret of the mere.

The dream within the swallow's flight,
The question in the curlew's cry.
The river talking in the night,
The moonlit, whispering rye—

He charmed the rats from Hamelin
And danced the children o'er the hill.
Beware! his fingers long and thin
Bewitch with music still.

To-night he played a serenade
That left the trees bereft and grim.
While, rollicking adown the glade,
The leaves went following him.

—Anne Hepple.

Magic

When suddenly the garden is all pale
With blossom, after months of bare brown trees,
As swiftly covered by a secret veil
Of happy green, that flutters in the breeze
And fain would hide the longed for colored way
Of new born flowers, wine-purple, gold, and blue,
Which leads to meadows where we gather May,
And hear that first strange call, "Cuckoo, Cuckoo."

—Dorothy Olland.



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Who before her marriage was Miss Ida Margaret (Judy) Pace, youngest daughter of Mr. and Mrs. William J. Pace, of Edmonton, Alberta. Mr. Dawson is the only son of the late Mr. and Mrs. B. F. Dawson, of New York.



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The Onlooker in LONDON

The Court of Sandringham

BOTH the King and the Queen have looked forward to their brief stay at Sandringham and the opportunities for rest which a visit there always affords. They will be able to stay only a few days, and will return to

Town on July 31. Out of the net earnings for the year the sum of \$117,343.50 was set aside for bond interest and \$205,100 for dividends on the preferred, leaving a balance of \$2,267,311.31 to be carried forward to the new account, which was \$190,849.82 greater than the sum similarly treated a year ago.

The balance sheet shows cash on hand and in bank at the end of the past fiscal year of \$137,797.99, an increase of \$14,424.72 over the previous year. Accounts receivable were up \$639,282.63 to \$2,556,143.93. Inventories were substantially lower, standing at \$3,418,652.43, a decrease of \$533,470.62. Investments aggregated \$3,090,254.18, an increase of \$114,084.53. Real estate, buildings, plant and equipment were valued at \$6,862,392.81, which was \$27,890.49 greater than the similar item a year ago. Good-will and trademarks are carried at the stationary figure of \$236,043.86.

Bankers' advances show an appreciable decrease over a year ago, and now stand at \$3,407,507.36, a drop of \$89,376.72. Accounts payable amounted to \$1,834,715.68, an increase in the twelve months of \$214,096.63. Reserves for depreciation now stand at \$1,738,051.24, an increase of \$63,372. Bad and

display by the 17th-21st Lancers, dressed as skeletons in honour of their nickname, "Death or Glory Boys," made the King smile, and he followed with close attention the Naval and Marine inter-port field gun competition.

by the reality, but there is great reason for encouragement in the fact that the net earnings, after all charges, including bond interest and preferred dividends, were equal to \$7.53 a share on the common stock, as compared with \$5.71 in 1927, \$4.17 in 1926, and \$4.50 in 1925.

The common stock was a big dividend payer in times past, as evidenced by the following record: 1916, 7 per cent; 1917, 21 per cent; 1918, 23 per cent; 1919, 13 per cent; 1920-21, 12 per cent; 1922, 10 per cent; 1923, 6 per cent, and none thereafter. Those who believed that considerable economies made in the company's mills would bring back its old earning power had this past record to give them hope, but in recent months none of the mills has been booking much business, and export business was retarded somewhat by the decline in wheat prices. The company was able, however, to redeem \$56,000 for its first 6½ bonds, Series A, due 1943. The bonds now outstanding total \$1,786,500. The company has a strong surplus balance of \$2,267,311, as compared with \$2,076,461 at the beginning of its year. It paid preferred dividends of \$205,100 on its preferred stock of \$2,930,000 during the year.

New Silk Investment Trust

Lowenstein's Latest Company of Interest to Canadians—

Controlled by International Holding Co.—Issue

Over-subscribed in France

A CABLE received by a director

of International Holding and

Investment Company, Ltd., in Mon-

tréal, announces that a public offer-

ing of Class "A" shares of the "So-

ciete Financiere Internationale de la

Sole Artificielle", an investment

trust organized by Captain Alfred

Loewenstein, the Belgian capitalist,

along with French interests, was

over-subscribed twenty-five times.

The offering was made in France.

The cable further states that the

shares of 100 francs par value were

offered by David Dreyfus & Cie at

117.50, and before the day closed

were quoted at more than 200 in the

open market. The individual sub-

scribers, however, are to inspect the

institute that she established some little

time ago for the women and girls on

the Royal estate. In addition to pro-

viding a social centre this institute

enables those using it to learn home

industries. The Queen is considering

whether its scope can be enlarged. Her

Majesty, to whom the Empire's affec-

tionate congratulations go on a sixty-

first anniversary, is keenly interested

in life and all its aspects, and has

raised questioning to a fine art. The

curator of a great national museum

which she visited a short while ago re-

marked afterwards that he had never

known anyone ask so many questions

as her Majesty, and every one of them

had been to the point.

The King and Queen at Olympia

A BIG crowd gathered outside Olympia and cheered the King and Queen when they arrived to open the forty-fifth Royal Tournament, and inside there was a record attendance of nearly 10,000 people to welcome them. The King, in the uniform of an Admiral of the Fleet, walked into the arena through a guard of honour of the Royal Scots Greys. By his side was Prince George, a boyish looking figure in naval uniform, and he was escorted by Navy and Army officers with drawn swords. Triple guards of honor in the arena gave the Royal Salute, and were inspected by the King, who stopped several times and spoke to some of the guardsmen, while the music of the three bands swelled from the arena. An unusual incident occurred during the King's inspection. The big drummer of the Marines' band, standing behind the bluejackets, collapsed in a faint. His unconscious figure, the big leopard skin still around it, was carried from the arena. A little drummer boy stepped forward without any order, and took his place. The boy beat the big drum manfully, and the King gave him a smile of encouragement. The Queen, in a gold embroidered satin coat trimmed with white fur stood in the Royal box with Prince and Princess Paul of Serbia, the Dowager Countess of Airlie, Lady Cynthia Colville, Lord Colebrooke, and Sir Charles Cust. At the end of the inspection the King stood at the salute while the triple guard marched past. The King and Queen were very interested in the progress of the events, and frequently leaned forward to follow the movement of the troops. The "Ben-Hur" chariot in the quick-riding

The Marshal's Joke

MARSHAL FOCH, who received the freedom of Scarborough and attended the conference of the British Legion there this week, has made no attempt yet in public to answer the question: "Who won the War?" He has, however, completed his *Memoirs*, which will be given to the world after his death. A French journalist who interviewed the Marshal in the little room where he wrote his memoirs said that the room is decorated with three pictures. In the centre is a portrait of Mr. Lloyd George; to the right is a photograph of the Marshal himself, and on the left a portrait of the late Field-Marshal Earl Haig. Below the three pictures are the words, in English: "The men who led us to victory." An amusing story is told of Marshal Foch at a ceremony at Oxford University. He is not enamoured of ceremonial occasions, but was persuaded to go to Oxford, and as part of the ceremony he sat for three hours listening to speeches in Latin and Greek, of which he did not understand a word. "Were you sorely tried," a friend asked. "Yes," replied the Marshal, "I never before in my life saw so well the point of view of a deserter!"

Mr. C. E. Montague

MR. H. G. WELLS, in "War and the Future," a book written after a visit to the front in the middle of the war, gave a thumbnail portrait of an unnamed soldier who took him into the battle zone. "My companion on this excursion," he wrote, "is a man (Continued on page 39)



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this summer

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CAT FIVE O'CLOCK

with

Jean Graham



DURING the months of July and August, the press of old London enjoys what is called the silly season.

The usual social and political diversions have failed, and London is fain to find amusement in trivial happenings. For instance, the marriage of the Earl of Kinnoull and Miss May Merrick at the St. Marylebone Registry office on June 6th created a nine-days' sensation. The Earl, who is only twenty-four years old, was about to marry a widow from South Africa (Mrs. Trewartha Surli) when he was merely nineteen years of age. His

in richest shades of mauve and lavender or purest white, and then they vanish, leaving the memory of perfect sweetness. Then we are confronted by an all-yellow bed of pansies. Why in the world did that fantastic poet, Edgar Allen Poe, call them the beautiful puritan pansies? There is nothing puritan about the pansies. They are luxurious little ladies, all decked in purple or gold, resembling the lilies of the fields in refusing to toil or spin. So, the American poet must have been looking at the wrong flower when he called the pansies "puritan".



BASIL

Son of Mr. and Mrs. William McDonnell, of Elgin Avenue, Toronto, and grandson of the late G. W. Baker, K.C., of Winnipeg.

mother intervened at the last moment, and the bridegroom awoke from love's young dream. In 1923 the Earl married Miss Enid Hamilton-Fellowes, from whom he secured a divorce in the autumn of 1927. Altogether this young nobleman seems to have crammed a good deal of matrimonial experience into less than a quarter-of-a-century. Incidentally, we are told that the Earl of Kinnoull arrived at his latest wedding with a grey sweater tied around his shoulders. Mrs. Merrick, the bride's mother, is owner of a night club, which has recently been raided by the police. Altogether, it would seem that the present Lady Kinnoull has not much prospect of happiness with her rather volatile bridegroom. The divorce court will probably be the next scene of the young earl's adventures. This time he may fly to Paris in search of a liberating decree.

London has also been enlivened by Sir Leo Money and pretty little Miss Irene Savidge, who were arrested during a walk in Hyde Park, for unbecoming conduct. Miss Savidge declared that Scotland Yard authorities had used "third degree" methods in questioning her. The young lady admitted, however, that, in the course of their romantic stroll, Sir Leo had kissed her. She added in extenuation—"it was more a peck than a passionate kiss." Miss Irene is evidently a connoisseur in the matter of osculation and has uttered a classical pronouncement on the subject. We fear that Sir Leo has not heard the last of the "peck." Miss Irene has a fiancé who seems to find entertainment in her antics. She, herself, says that she is a "free and independent young woman." There are a hundred follies committed by some modern girls in the name of freedom.

SUCH a month as June has been for flowers! Of course we always look for roses in this bridal month:—and rarer roses, we believe, have never bloomed than those which strewed the pathway of the brides of 1928. Then there are the pansies—acres of them—in yellow and purple and brown. I like the brown ones best—very large ones, almost saucer-like, with an exquisite perfume hidden in their velvety depths. Away over by the stone wall, there is a corner where the lilies-of-the-valley are ringing their fairy bells and are giving forth the sweetest perfume that June bestows. Did I say the "sweetest"? Just then I turned to a bush of white lilac, and I wondered if the lily were the sweetest after all. This would be a brighter world if only the lilacs had a longer time to stay. Just for a fortnight they come to us,



MISS HELEN W. CLARRY

Only daughter of Mr. Lewis Frederick Clarry, K.C., Master in Chambers, and Mrs. Clarry, of Calgary, Alta., whose marriage to Mr. Alan Cameron Harrop, only son of Mr. and Mrs. L. F. Harrop, of Calgary, took place in Panama on June 12. Miss Clarry is a graduate of Haverhill College, and after her marriage will live in Peru.

skirts of Paris 3,000 quarts of perfume liquids are made per hour.

Violets, carnations, orange blossom, roses, acacia, and hyacinths are among the most usual flower essences used as a base. In many examples several flower essences are used, and oils are also obtained from the musk or civet cat and from natural sea products.

"When a new perfume is made it is subjected to many drastic tests to ensure that it does not deteriorate. It is tested in strong lights, in great heat, and it is even put into refrigerators to make sure that it can stand any change of temperature.

"A new perfume is brought out every year, and about 25 chemists are experimenting all the time.

There is little new in the essential oils used in modern perfumes. It is the manner in which they are blended which creates novelty.

"It may not be generally known that the well-known perfume 'Chypre' takes its name from the island of Cyprus, which from ancient times has been famed for its strong-scented spices. Many different

mediums are used in making the perfume.

"The bottles in which the perfume is placed have to be very elaborate to please modern tastes. Pure crystal is used for the best examples."

Broadcasting the House of Commons would be a frightful affliction to the nation.—Mr. Bernard Shaw.

Lloyd's of London, one of the world's greatest authorities on insurance, accidents and safety, declares the Stutz car is the safest of all cars for drivers and passengers. It bases this belief on accident records and statistics. It backs up this belief by charging owners of other cars twice as much in insurance premiums involving injury to owners and their guests, as it does the Stutz owner. In other words, Lloyd's of London

In the campaign of motorizing—what do statistics show? That 70 per cent of every ten accidents caused by flying are due to the situation in the use of glass shattering. "In the case of flying and shattering glass, driver and occupant were in the vanguard of much experimenting. They chose Protex glass for their windshields of Stutz because of the fact that today people throughout the world are placing plate glass in their cars. The Stutz car is the safest, because Protex glass is the original equipment and a policy of building the safest car possible. Making a car safe in more ways than one. Drivers and passengers feel confidence and a sense of security. Poise is a vital attribute to the motorist. Greater safety is an ongoing development in present day motor car engineering, and automobile history

shows that Stutz engineers have pioneered in this respect. The use of Protex glass is one instance. There are others, such as setting the style of signing a lower swung chassis, a lower center of gravity, and a more

build a car which is safe when accidents do happen but to so design it as to make accidents less likely to occur. Therein

the reason for the most advanced wheel brakes and for exceptional length of chassis and body construction throughout. Along with the Protex glass and lowered center of gravity would be mentioned integral a remarkable protection from 'side-swiping' and to greater safety in collisions. The splendid car which has taken the most consideration in detection. These safety features are: (1) Non-shattering Protex safety glass and windows. (2) Center of gravity, which gives unusual stability of over-turning. (3) Lower center of gravity serving full road effective hydraulic brakes which give unusual stabilized deceleration without skidding. (4) Integral form "side-visibility" corner posts, which give an unobstructed view. (6) Unobstructed view.

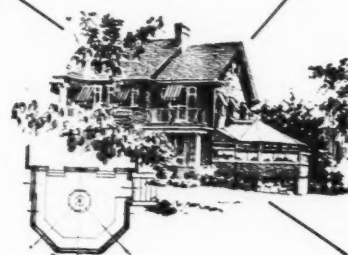
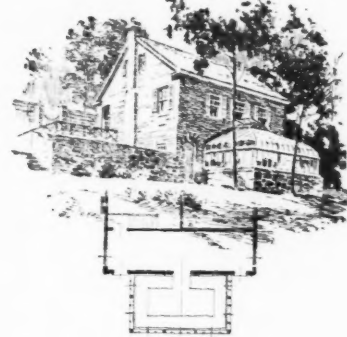
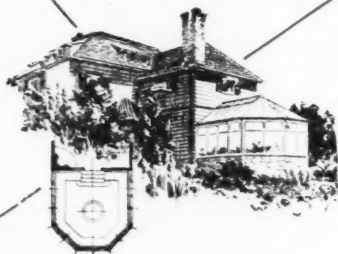
FLEXIBLE BODIES FOR FINE MOTOR CARS ARE NEW IN AMERICA. THE WEYMANN! THIS SMART IMPORTATION FROM FRANCE IS USED ONLY BY STUTZ. NATURAL CURIOSITY PROMPTS THE SCRUTINY OF THIS REMARKABLE ADVANCEMENT.

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The Toronto salesrooms for the Stutz cars are located at 146 King Street West where a complete line of these splendid cars is now on display. You ought to see what Stutz is now doing for safety and speed in motordom.



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There's so much enjoyment to be had from a Glass Garden . . . pleasure that you're missing . . . flowers, fragrant and colourful and gay all the year 'round, to cheer you up when gray, depressing days are frequent.

Think of being able to step into your own conservatory,—of a Winter's morning, when Jack Frost's busy outside . . . of revelling in your flowers and ferns! . . . Isn't such enjoyment worth the sacrifice of lesser things, if necessary?

All our Glass Gardens are not elaborate. We build them small, too . . . right down to wee "Dream Garden",—with "fatherly" care, of finest materials, in perfect harmony with the architectural lines of your home . . . make it a point to send for our FREE booklet, "Glass Gardens as we Know Them".

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Those gay young people whose comings and goings make "Society News", are ardent devotees of Ashes of Roses—that tenderly wistful fragrance that is so utterly different from ordinary scents.

Greedily one's senses respond to its enchantment, finding exquisite pleasure in the feeling of radiant content it brings. Truly it is named "The Perfume of Happiness."

Buy it at the better shops in smart Paris. Flaconettes and in distinguished Crystal Bottles.

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Bourjois has created a ravishing new fragrance, exquisite beyond belief.

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Meltonian White does not rub off your shoes, no matter how energetically you play. It goes on white—and stays white.

Easy to apply, Meltonian White gives a beautiful, even finish. It does not cake or flake off when dry. It helps to make any occasion more enjoyable because you know your shoes will stay immaculate.

Always use Meltonian on your buckskin, canvas and white suede shoes.

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FOR WHITE SHOES


Liquid (in the new squat bottle, complete with sponge and tray).

Solid (in tin, complete with sponge).

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THE DRESSING TABLE

By Valerie



IT HAD been a day of rain—grey, dull showers with a drab sky—and it did not seem worth while to live in a land which had no summer. At about four o'clock, a delightful girl, Sweet Seventeen, came in to call, and life suddenly took on a rosy tinge.

"What have you been reading?" asked Sweet Seventeen—"some dull old thing I'll bet."

"A perfectly good novel by Hugh Walpole, called 'Wintersmoot'. But one of the nicest men commits suicide, and a delightful baby dies of pneumonia."

"A fine book to be reading on a day

of the strict laws of beauty. Moreover, I believe it is in all of us if we can forget Self enough to find it where it lies, sometimes very successfully hidden.

You can have no beauty that appeals without it.

Beauty without it is like ham without mustard, or a pancake without either sugar or lemon.

I believe one of the secrets of charm is kindness. Be kind. It will soften your eyes, improve your mouth and draw people to you.

If you want to be charming, try to break through that stiff wall of shyness and reserve. Reserved people are

has helped others. However, nothing is certain in this sad old world and one of the most contrary things I know is the hair of one's head. Wherefore, I do not "guarantee" anything concerning this preparation but merely repeat that I know of cases in which it has been a decided help. As to blackheads, they are a small nuisance, but a very annoying one. They are also most persistent in their visitations, and are difficult to discourage. After bathing them well with warm water and soap (using a soft brush), press out the blackhead, and dab the spot with eau de Cologne, or witch hazel. Then you may use the preparation I have mentioned—which softens the skin and rub gently in the spot when the blackheads encamp. Persevere, and they will finally go away.

Nora Scotlan.—I wish I could tell you the cause of oily hair; but the best authorities seem to disagree on the subject, and oily hair remains one of the secrets of the Dressing Table. A doctor who writes delightful articles on health and good looks declares that the diet has much to do with oily hair or oily skin and advises that we give up pastry and rich food. Gravy and too much butter must be avoided. Pies and tarts, however toothsome, must be shunned, and, of course, I do not need to tell you that candy is not to be eaten by anyone who wishes to have a

D'ORSAY'S Le DANDY

Like
The Breath of a thousand Sweet Flowers

THE LATEST CREATION FROM PARIS




A stitched hat in perruche straw, trimmed with a posy of flowers.
By Reslaw.

like this. Now I have a story which is worth reading—all about an ugly girl who makes herself pretty and wins a hero who is rich and good-looking. I'm going to leave it with you. It's by Berta Ruck, who wrote those jolly war books."

So Sweet Seventeen went away to play badminton and left "The Youngest Venus" on my desk. Of course, I was not interested in anything so youthful. But I opened the book and read the first two chapters, when I became so absorbed in the fortunes of Maura Higgins that I forgot everything else. We are told on the first page that Maura is one of "Nature's worst muddles," and in the last chapter this same and aforesaid Maura emerges as graceful and attractive, no longer "Higgins" but Maura Villars, the wife of a handsome and well-to-do Londoner, who is evidently very much in love with his fair bride.

In fact, this is a story of a wall-flower transformed into a rose. "A fairy tale" some of you will sneer. However, the tale of Maura's transformation bears a moral for each of us. It simply tells of an unattractive girl who set to work to make the best of herself. A wise teacher advised her to use fire, water, earth and air in making herself over. So she walks, bathes, diets, breathes deeply and keeps herself in warmth and comfort, all that the dormant beauty might emerge. Then another friend took her in hand, made a bonfire of her garments and taught her the philosophy of clothes. It is just the book to beguile the hours of a rainy day.

THE world has almost tired of the word, "charming"—and yet it is a very significant adjective. What is charm? asks a writer on "beauty" topics. The lady continues:—If you could put the how and the why of charm into so many words you would make a large fortune. But we can all try and guess the secret and all aim at the solution of the riddle. It is quite certain that it is independent

never charming; they pride themselves on that quality, but reserve will only bring you a bankruptcy of Love. You will miss much joy, happiness and beauty by not opening your heart to people.

Don't be aggressive. Harsh views and laying down the law about your own opinions will help to spoil the beauty of any face.

Don't, on the other hand, be drab and colorless. Let yourself go a little sometimes. You may be thought extraordinary and even a little eccentric, but that is so much better than being ordinary.

To be charming you must have a nice expression. You can easily cultivate this by guarding your thoughts. Try it and see—in front of a mirror, please—think of something nasty and then of something nice. Which thought has made you look most charming?

Be fussily clean. Wash and bathe, brush and comb, polish and clean, until you strike people as looking extraordinarily fresh and sweet. That alone will give you charm, some of the charm a fresh, fragrant flower gives.

If you want to be charming study your own type and live up to it; powder, perfume, clothes, attitudes—everything must fit in with the kind of woman you want to be.

Don't copy even the most charming women you know. Have a charm of your own. Are you a witty and popular talker, but still not particularly charming? Try listening instead. We think everyone charming who listens enthralled to our news and to whom we go instinctively for sympathy and understanding.

Charm will make you attractive to rich and poor, young and old, and what you give out will come back fourfold to you again.



Another Subscriber.—You are not alone in your requirements. Ever so many women are troubled with falling hair. I have sent a prescription which

It does Help one—



to look one's best—

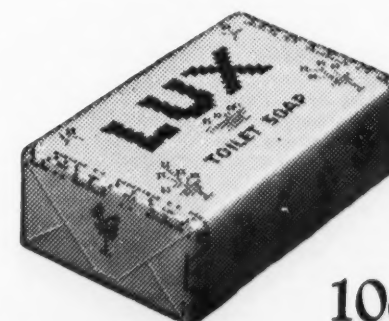
This lovely Toilet Soap

How easily you may achieve that exquisite, well-cared-for feeling which is the delight of every woman.

You do feel lovelier after using this delicately fragrant white toilet soap with its instant caressing lather—you do feel at your own glorious best.

Its alluring, velvety firmness, the feeling of glorious cleanliness it brings—all will remind you of soaps costing many times the price.

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Sani-Flush removes all stains, marks and incrustations. It reaches down into the hidden, unhealthy trap and cleans that. It banishes foul odors. And all so easily.

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good complexion and luxuriant hair. Vegetables and fruit are to be our staples in diet—and you should drink an abundance of water. I have sent you an English prescription which should be used twice daily. Good luck to your locks!

Mary.—I quite agree with you that a double chin is something that one wishes to banish. There is something so dull and superfluous about an extra chin that one is in haste to be rid of it. I know one woman who was afflicted with three chins, and she got rid of them by applying a lotion of equal parts of witch hazel and rose water, followed by ice applications. However, I can tell you of how I sent a double chin away

youth behind that they become boring.

The ones I like best have Oxford voices (not bags!), charming manners, and intelligent conversation. They also take it for granted that girls are not entirely devoid of brains, which is rather pleasing.

The young and innocent type is rather attractive. When he blushes vividly at my approach I am filled with a laudable desire to protect him from the wicked world. Unfortunately his bloom is short, though sweet.

The strong, silent youth is exas-

perating, particularly as his taciturnity is either a pose or a cloak for stupidity. I once danced for a whole evening with one whose sole contributions to the gaiety of the occasion were "yes," "no," and "charming."

The young man who comes down from the university stuffed with theories as to how the world should be run is supposed to be rather trying. Personally I don't mind him, being callow and ignorant myself, but I believe he is excessively irritating to older people, particularly when he implies that senile decay sets in at the age of twenty-five.

The youth who imagines he understands women is annoying. The matinee idol would probably be very nice if he had not been systematically spoiled from his cradle and failed to cultivate mind or manner. He is invariably a beautiful dancer, but believes that a profile is a substitute for conversation and excels at double faults at tennis.

By far the nicest youth is the truly British type—good-looking, but not vain, transparently honest, good at games, and better still at losing them.

MANY INVENTIONS!
The Anti-Splash Cover for ladies' shoes. It is a rubber cover which can be fitted to the heels of ladies' shoes, the sponge absorbing the mud and preventing the stocking being splashed.



into the Land of Lost Features by rubbing a little cold cream under the chin and massaging for five minutes with the fore-fingers from left to right. Only be sure to be gentle in the massage and use a good cold cream.

Those Summer Hats

ALL summer hats this season have the downward-turned brim. Some brims are wide at the back and very narrow at the front or the side and in some models the brims are slit in the front and looped over giving a pretty curved effect and a soft line for the face. Often, too, where the brim is slit half of it is rolled back, making a fold. This slit brim appears on small as well as large hats.

A charming large hat of the slit brim variety was of bako straw in a pale coffee shade. The brim, which was slit just over the right eye, stood straight out in the front, but drooped all the way round. Above the slit on the crown and on the right side of the brim were two large roses of pale apricot pink and shaded coffee-colored mousseline-de-soie.

Another model of the same straw was exceptionally novel, for all over it at intervals were navy blue satin dots, the size of a penny, rounded with crinoline straw. The crinoline straw edged the brim which drooped on either side of the front and at the back. Round the crown was a narrow petersham ribbon of navy blue which was caught at the side with a dull gold brooch in the form of a fleur-de-lis.

A hat of medium size of natural balibuntal, a straw very much favored this season, had its brim folded over in front in the middle and then folded back near the crown. Tucked in these folds were two black feather cockades, one leaning against the crown and the other on the front of the brim. Narrow black ribbon was used for the crown and the binding of the brim.

Cream and brown were skilfully blended in a lovely picture hat of cream faille. The brim was very wide. It was faced with cream velvet and on one side of it at intervals were three pleat-like dents. Round the crown were wide folds of brown and cream velvet ending in a flat bow on the brim.

Close fitting hats are still most important. They are worn when the coat collar is a large fur one. Some have tiny brims which are turned back on one side and fastened to the crown, or have the inevitable slit. Others are brimless, but their effect is softened by an uneven front line or by lengthening or abbreviating the sides which cover the ears.

Handsome metal fabrics and tulle studded with brilliants are beautifully draped in folds to delightfully chic turbans for evening wear. The colors are chosen either to blend or deliberately to contrast with either frock or cloak.

Youths I Like

I DO not know much of men—or care much. They either overlook me entirely or talk to me in the "you're-a-dear-little-girl" way, which is so hard to bear, says a modern girl in the Daily Mail.

But I am an authority on youths. Some people find them uninteresting, but to me they are most diverting, on account of their infinite variety. It is only when they leave their

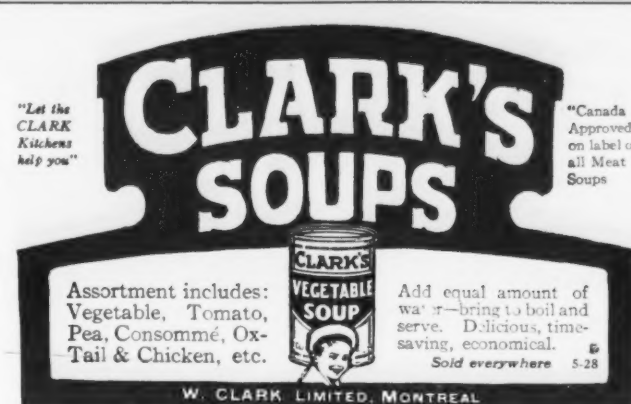
friend of our heart has passed on, with one glance from his "cold disliking eye"—yet even then the blue heaven is spread out and bends over us, and the little tree still shelters us under its plumage as a second cope, a domestic firmament, and the low creeping gale will sigh in the heath-plant and soothe us by sound of sympathy till the lulled grief loses itself in fixed gaze on the purple heath-blossom, till the present beauty becomes a vision of memory.—S. T. Coleridge.

The Robin's Cross

A little cross
To tell my loss;
A little bed
To rest my head;
A little tear is all I crave
Upon my very little grave—
I strew thy bed
Who loved thy lays;
The tear I shed,
The cross I raise,
With nothing more upon it than
"Here lies the little friend of man"

—George Darley.

"Go along the road at all costs, and everybody must clear out of the way"—that, I am afraid, is the attitude of many motorists.—The Camberwell Coroner.



CLARK'S SOUPS

Assortment includes: Vegetable, Tomato, Pea, Consommé, Ox-Tail & Chicken, etc.

Add equal amount of water—bring to boil and serve. Delicious, time-saving, economical.

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In the care of baby's tender skin Cuticura Soap is the mother's favorite. Not only is it unrivaled in purity and refreshing fragrance but its gentle emollient properties are usually sufficient to allay minor irritations and promote skin health.

Sample Each Free by Mail. Address Canadian Depot: "Pro-house, Ltd., Montreal." Price, Soap 25c. Ointment 25c and 50c. Talcum 25c. Cuticura Shaving Stick 25c.



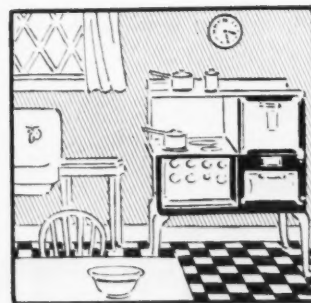
Yes - She has an ELECTRIC RANGE

JUST because a woman plays golf, goes motoring or indulges in an occasional afternoon bridge is no reason at all why one should suppose she is neglecting her household.

Very likely her home is well equipped with electric appliances, an electric range, an electric washer and so on. Therefore, she finds that housework is not a long, tedious job—and she finds herself in possession of welcome leisure hours.

Consider the Electric Range, its simplicity, its cleanliness and its uniform heat. It is not an eye-servant—it will cook dinner while you are absent.

Your own electrical dealer will gladly show the benefits of cooking electrically, or if you will call in at one of the Toronto Hydro Shops you may obtain information about the easy payment plan for Toronto Hydro customers.



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Coat of white moire worn over a lace robe. On the hip is an ornament of astrakhan.

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without a care or worry on
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BIRTHS
SUTHERLAND—On Monday, June 11th, 1928, to Mr. and Mrs. James Sutherland, Belle-Ayr, Lyon Avenue, Guelph, a son (John).

ENGAGEMENTS
Major John S. Scott and Mrs. Scott, Fredericton, New Brunswick, announce the engagement of their daughter, Isabel Everett, to Mr. Karl Clifford Bishop, son of Rev. F. E. Bishop and Mrs. Bishop, of Digby, Nova Scotia. The marriage will take place in the near future.

One of the most beautiful weddings of the year was solemnized at Christ Church Cathedral, Victoria, B. C., on Monday, June 11, at 3.30 p.m., when the Bishop of Columbia united Helen, younger daughter of the Official Administrator during the absence of the Lieutenant-Governor in England, and Chief Justice of the Court of Appeal of British Columbia, Hon. J. A. Macdonald, and Mrs. Macdonald, to Oliver, youngest son of Hon. F. A. Pauline, Agent-General for British Columbia, and Mrs. Pauline, of B. C. House, London. The church was beautifully decorated with masses of peonies, delphinium, roses and white poppies for the happy occasion, and the service was fully choral. The bride was lovely in a robe of style of ivory crepe-back satin, with full court train of the satin, and exquisite veil of old Brussels lace. Her sister, Miss Norma Macdonald, was maid of honor in a French model gown of ivory georgette with trimming of pink French hand-made applique roses, and hat of white lisse. The four bridesmaids, the Misses Iris Burton, Catherine Fraser, Margaret Campbell and Helen Forman, were gowned alike in pink pearl taffeta and silk net frocks made in bouffant style, with deep sashes of gold tissue, and hats of palest mauve and pink ermine. After the ceremony a reception was held at Government House, where between four and five hundred guests tendered their felicitations in the drawing room which was massed with pink campanulas, pyrethrum and roses. The buffet supper was served in the dining room, the table being decorated with huge silver bowls of roses and tall pink tapers in silver and candelabra. Later Mr. and Mrs. Pauline left for a honeymoon on the mainland, the bride travelling in a sports ensemble of Victoria-woven homespun in a shrimp-pink shade, with hat en suite. On their return they will take up their residence in their charming new home on Foul Bay Road. Among the many guests was Mrs. Kenneth Macdonald of Ottawa, daughter-in-law of the Chief Justice and Mrs. Macdonald.

Mr. George Beardmore, M.F.H., Chudleigh, Toronto, entertained very enjoyably at a supper-dance at his residence after the Horse Show at Exlington, on Thursday night of last week, and was assisted by his sister, Mrs. Fisk, who wore a lovely and becoming black lace gown. Mr. Beardmore's guests included: Sir Edward and Lady Kemp, Miss Katharine Christie, Mr. Percy Parker, Miss Margaret Parker, Major and Mrs. Thomas Moore, Sir William Otter, Colonel and Mrs. Marshall, Colonel and Mrs. J. B. MacLean, Miss Isobel Cawthra, Mr. and Mrs. Percy Arnold, Mr. and Mrs. Murray Fleming, Colonel and Mrs. F. B. Robins, Mr. and Mrs. Strathearn Hay, Colonel Agar Adamson, Mr. and Mrs. Norman Perry, Miss Ruth Cowans, Montreal, Mr. and Mrs. R. Y. Eaton, Colonel and Mrs. Ponton Armour, Colonel and Mrs. Sanford Smith, Mr. and Mrs. A. E. Beck, Mr. and Mrs. C. O. Stillman, Mr. Latham Burns, Mr. and Mrs. Scott Griffin, Miss Margaret Griffin, Mr. and Mrs. R. S. McLaughlin, Mr. and Mrs. Stephen Haas, Dr. and Mrs. D. King Smith, Colonel and Mrs. G. Casalis, Mr. and Mrs. John McCaul, Mr. Percy Cowans, Montreal, Mr. and Mrs. Frank O'Connor.

Mrs. Theodore A. Burrows entertained at luncheon at Government House, Winnipeg, on Saturday afternoon, June 9, for the officers, members of the advisory board, honorary members and past presidents of the Women's Canadian club. Those present included: Mrs. John Bracken, Mrs. P. C. Shepherd, Lady Schultz, Mrs. W. Sanford Evans, Mrs. H. J. Parker, Mrs. W. F. Osborne, Mrs. R. M. Dennistoun, Mrs. R. B. McElheran, Mrs. H. M. Speechly, Mrs. W. J. Lindal, Mrs. Herbert Sellers, Mrs. W. H. Collum, Mrs. Claude Naah, Madame A. E. Molassan, Mrs. E. F. Erb, Mrs. M. D. McGovern, Miss Kathleen Burrows, Miss Marjorie Martin.



Among Canadians presented at Buckingham Palace, London, England, at Their Majesties' June Court, on Tuesday, June 12, were, from Toronto, Mrs. W. W. Beardmore, Miss Elizabeth Beardmore, Lady Eaton, Mrs. George Ross, Mrs. Leslie Wilson, Miss Catherine Gordon, Mrs. George O'Neill, Miss Dorothy O'Neill, Miss Marion O'Neill, Miss Dorothy Boone, Lady Eaton wore a gown of pale rose and silver lame with an overskirt of pale rose georgette borders on the skirt with old rose point lace, the train being in two tones of chiffon velvet, heavily embroidered in silver. Her jewels were a diamond bandeau, diamond necklace, rope of pearls and bracelets of pearls and diamonds. Her slippers were silver and she carried an ostrich fan.

On Tuesday afternoon of last week at St. Paul's Church, Bloor Street, Toronto, the Rev. Canon Cody, assisted by Provost Cosgrave of Trinity, cousin of the bride, solemnized the marriage of Ethel Eleanor, daughter of Colonel Arthur E. Kirkpatrick, A.D.C., and Mrs. Kirkpatrick, of Closeburn, St. Clair Avenue, Toronto, and granddaughter of the Rt. Hon. Sir William Mulock, to Dr. Howard Hampden Burnham, son of Dr. and Mrs. G. H. Burnham, of Toronto, and grandson of the late Hon. Sidney Smith. The church was very beautifully decorated with all the season's flowers, and the service was fully choral. Mr. H. G. Smith, of Winnipeg, cousin of the bridegroom, acted as best man and the ushers were Lt. Colonel Baptist Johnston, Major Ian Macdon-

were also of rose pink mohair with rose pink silk bandings and streamers. Their bouquets were of roses. Following the impressively beautiful service at St. Paul's, a reception was held at the residence of the bride's parents, Colonel and Mrs. Kirkpatrick, and Dr. and Mrs. Burnham receiving at the entrance to the drawing room and the bridegroom and bride, with their attendants, in the flower-decorated alcove of the bow window. Mrs. Kirkpatrick was smartly gowned in beige lace over pink, and wore a becoming small hat of beige tulle with feather mount. Pearls with emerald and diamond clasp and diamond earrings were worn for ornament and her bouquet was of vari-colored roses. Mrs. Burnham was in black lace with black and gold wrap, a smart black lace hat and for ornament a necklace of beautiful cameos. Going away the bride wore an ensemble of French blue, with corsage of orchids and lily-of-the-valley and a smart blue hat. On their return from their honeymoon, a motor tour of the Eastern States, Dr. and Mrs. Burnham will occupy Colonel and Mrs. Kirkpatrick's house, during the stay of the latter at Metis. Among the telegrams of congratulations received by the bride and bridegroom was one from the Governor-General and Lady Willingdon.

A gown of old ivory satin embroidered in a design of roses in rose and green crystals was worn by Mrs. Clifford Mulligan, of Lindsay, Ontario, when she was presented at the June Court at Buckingham Palace last week. The train was gold lame lined in apple-green chiffon velvet; the slippers gold and the jewels an emerald drop pendant and bracelet. She carried a green fan.

The Lieut.-Governor of Ontario and Mrs. William D. Ross entertained at dinner at Government House, Rosedale, Toronto, on Wednesday night of last week for Mrs. C. H. Carpenter. The guests included Mrs. Edmund Bristol, Mrs. J. H. Gundy, Mr. and Mrs. C. H. Easson, Mr. and Mrs. Arthur D. Miles, Mr. and Mrs. Duncan McLaren, Mrs. F. H. Phippen, Mrs. Hamilton Burns, Mrs. Frank MacKeehan, Mr. Smithers, London, England; Mr. T. W. Lawson, Mr. George Wilson, Col. Agar Adamson, Mr. W. R. Wadsworth, Mr. J. J. Gibbons and Capt. Haldenby.

Mr. and Mrs. Glenholm Moss, of Toronto, are spending two weeks at Bobcaygeon.

Mrs. Arthur Berryman, of Calgary, who was presented at the June Court, at Buckingham Palace, London, England, wore on that occasion a white chiffon gown embroidered in silver and diamante, with train en suite, lined with silver lame. She carried a large fan of white ostrich feathers.

Mrs. R. J. Christie, of Toronto, has been spending ten days in Montreal, guest of Lady Allan.

Mr. George Beardmore, of Chudleigh, Toronto, entertained at supper on Thursday night of last week after the Horse Show.

Miss Katharine Christie, of Toronto, has been spending this week in Montreal, guest of Mrs. Wanklyn.

Mrs. F. H. Phippen, of Toronto, entertained at a buffet luncheon for a hundred guests at the Hunt Club on Wednesday of last week. Mrs. Phippen was smartly gowned in a French sports suit and wore a green felt hat in the same shade. The best gross score 18-hole was won by Mrs. J. J. Ashworth, Miss Winifred Huskin won the best net score 18-hole. Mrs. Duncan McLaren best net score 9-hole, and Miss Rita Crosby the best gross score. Mrs. Phippen's guests included: Mrs. Arthur Miles, Mrs. W. Mulock, Mrs. Pate Mulock, Mrs. John McKee, Mrs. Hunter Ogilvie, Mrs. Edmund Bristol, Mrs. Selwyn Holmstead, Mrs. Alfred Johnston, Mrs. Arthur Barnard, Mrs. Hamilton Burns, Mrs. C. H. Easson, Miss Isobel Ross, Mrs. John Macdonald, the Misses Macdonald, Mrs. H. Wright, Mrs. A. Barker, Mrs. D. M. Robertson, Mrs. W. R. Marshall, Miss Helene Fraser, Mrs. Alfred Cameron, Mrs. James Grace, Miss G. Kirkpatrick, Miss Lily Maule, Mrs. Douglas Ridout, Mrs. J. J. Dixon, Mrs. James Grace, Miss Lucy



MR. AND MRS. JOSEPH C. DE PENCIER
Whose marriage was a recent event in Toronto. The bride was formerly Miss Evelyn Margaret Richardson, daughter of the late H. A. Richardson, of Toronto. Her marriage to Mr. Joseph C. de Pencier, son of His Grace the Archbishop of New Westminster, B.C., and Mrs. A. U. de Pencier, took place on Thursday, June 7.

—Photo by Alexandra Studio, Toronto.

Presenting Canadian ladies to Their Majesties at the June Court, on Tuesday of last week, Mrs. Larkin, wife of the High Commissioner for Canada in London, wore a pink satin gown embroidered with silver and gold pearls. A train of pink satin embroidered to match the gown, was lined with silver and gold lame lace.

Lady Hardy, of Cambridge, England, was the guest of honor at a tea on Wednesday of last week given by Mrs. E. Franklin Burton at her place in Weston.

Mrs. Alfred Caulfield, of Toronto, sailed from Montreal on Friday, June 22, for England, to be the guest of her father, Sir Evan Jones, in London. Mrs. Caulfield will return to Toronto about the middle of August.

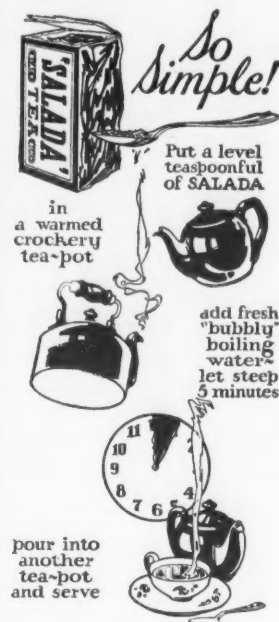
The Lieut.-Governor of Ontario entertained at luncheon on Wednesday of last week at Government House, Toronto, for the Hon. R. R. Bruce, Lieut.-Governor of British Columbia. The guests included Sir John Aird, Hon. Charles McCreag, Col. D. H. McDougall, Mr. J. A. McLeod, Col. Michie, Mr. Alfred Rogers, Mr. Albert Dymont, Mr. C. A. Bogert and Col. Agar Adamson.



QUEBEC'S RECENT SMART WEDDING. MR. AND MRS. JOHN GRANT GLASSCO AND THEIR BRIDAL ATTENDANTS
Miss Jean Price, sister of the bride and maid of honor; Mrs. John Price, Mrs. A. C. Price, the bride's sisters-in-law; Miss Marjorie Glassco, sister of the bridegroom; Miss Margaret Henshaw, Miss Rosemary Bursell, Miss Dagnor Falkenberg; Mr. Paul Nanton, best man; Mr. Charles Price, Mr. A. C. Price, Mr. Richard Price, brothers of the bride; Mr. Meredith Glassco, brother of the bridegroom; Mr. Leslie Buzzei and Mr. James Ross.

—Photo by Rice, Montreal.

Have you tried this most Delicious Tea?



THE quality of Salada is such that in whatever part of the world it is sold or used, it makes an instantaneous appeal to tea-drinkers and brings them a new delight in tea drinking.

If you do not now use Salada, send your name and address to the Salada Tea Company of Canada Limited, 461 King St. W., Toronto. State the kind of tea you buy and how much you pay for it and we will mail you a 19-cup trial package of Salada for you to test at our expense. We will also send you a copy of our famous booklet on "Cup Reading."

"SALADA" TEA
S.N.-3

A New Year's Eve Party in Mid-Summer

in the

King Edward Hotel New Summer Garden

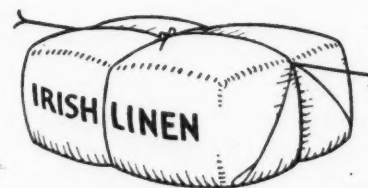
This new Summer Garden will be the most elaborate and finest of its kind on the American continent — unique in its appointments — an out-of-the-ordinary place of entertainment.

Opening-night festivities will include a light musical revue with Romanelli and his summer-revue orchestra.

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"I am very well pleased with the Tablecloth, Napkins and Towel: it is something to know that you have got the real and genuine article."

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ORDERS OVER \$48.70 CARRIAGE PAID BY PARCELS POST TO DESTINATION OR BY STEAMER TO PORT OF LANDING.

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IRISH LINEN HUCKABACK TOWELS.

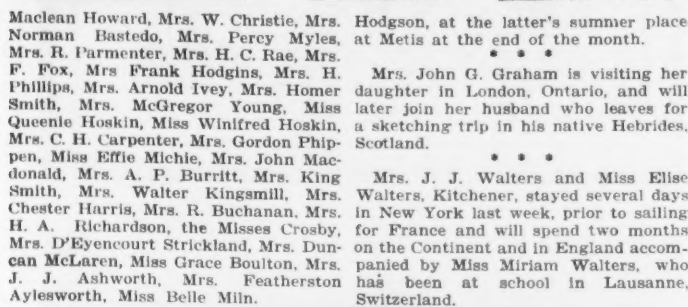
Bleached Irish Linen Huckaback Towels of our famous Hardwearing quality. A special process which preserves the natural strength and beauty of Irish Linen and ensures long wear. Makes linen a most "laundry-proof." These towels are very absorbent and made in heavy quality with hemmed ends. Size 24 x 36 inches. Six for \$1.75

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ROBINSON & CLEAVER Ltd
BELFAST, NORTHERN IRELAND



A TORONTO-OSHAWA WEDDING. MR. AND MRS. ALLAN
GILMOUR FINDLEY.

The beautiful bride was formerly Miss Margaret Maude Bull, daughter of Mrs. Frederick Bull, of Toronto and Oshawa. Mr. Findley is the son of Mrs. Findley, of Foxbar Road, Toronto, and the late Mr. Thomas Findley, late President of the Massey-Harris Co. Their wedding was a recent smart event in St. Paul's Church, Bloor Street, Toronto.

—Both photos are by Charles Aylett.

Mrs. C. W. Bond, of Toronto, entertained at dinner on Friday night of this week, prior to Mrs. Warren's dance at Red Gables, Wellesley Street, in honor of Miss Elizabeth Scott.

Among the Toronto people sailing this week for Europe with the University Travel Club party are: Miss Madeleine L. Mara, Miss Edith Fry, Miss Dorothy MacNamara, Miss Olive Doan,

Miss Gertrude Dick, of Montreal, has been a visitor in Toronto, guest of Mrs. Strachan Johnston, and was a guest at the Somers-Parker wedding at Erin-dale on Saturday of last week.

Mrs. J. D. Robins, Mrs. R. B. Elgie and Mr. Howard Elgie.

• • •

Mr. Harris Hees, of St. George Street, is again in Toronto from England.

Miss Elsie Johnston, of Toronto, and her guest, Miss Gertrude Dick, of Montreal, were guests at the R. M. C. ball on Monday night of this week.

Mrs. Charles Baldwin, of Toronto, and her family are at their summer place at Shanty Bay.

* * *

Mrs. J. H. Scandrett, of Toronto, and Sunday for Montreal, where she is visiting her children are joining Mrs. W. C. Irving her sister, Mrs. Irving Smith.

Mrs. Tice Bastedo, of Toronto, left on Sunday for Montreal, where she is visiting her sister, Mrs. Irving Smith.



342 Yonge Street, Toronto

Riverwood, Erindale, the summer residence of Mr. and Mrs. R. W. P. Parker, of Toronto, was the scene of a beautiful wedding on Saturday afternoon of last week, when their only daughter, Margaret Kerr, was united in marriage to Mr. Godfrey Thomas Somers, son of Mrs. Somers, of St. Clair avenue, Toronto, and the late Mr. M. J. Somers, of Toronto. The ceremony was bright and perfect for the charming young girl's bridal. The ceremony took place in the spacious gardens at Riverwood which were lovely with bloom of all kinds, and the great spiraea bushier were in graceful snowy bloom. An altar was arranged under the trees and the Rev. Canon Codey, of St. Paul's, and the Rev. H. V. Thompson, of Erindale, the bridegroom and his best man, Mr. Latham Burns, awaited the arrival of the youthful bride and her eight attendants, who crossed the lawn slowly to the strains of the wedding march, played by an orchestra. The bride and her attendants were preceded by the ushers, Mr. Peter Campbell, Mr. Arthur Ryerson, Mr. Strachan Bongard, Mr. Wilfred Somers, Mr. W. B. Watson, Mr. Donald Macintosh and Mr. Charles Burns. Then came the charming group of bridesmaids, Miss Phyllis May, Miss Edith Macintosh, Miss Edith Haining, Chicago, Mrs. Donald Macintosh, Miss Lydia Spitzer, Toledo, Miss Charlotte Shoemaker, of Monclair, N.J., and Miss Helen Lawson. Attending the bride as maid of honor was Miss Florence Kemp. The bride was in a lovely Princess gown of rich shimmering satin, bordered with white tulle, and with a long tulle lace and having long ruffled tulle sleeves and a long fan-like train with a lace and net border. A handsome long lace panel fell from the shoulders of the gown and over this again fell the bridal veil of white tulle which was held to the head by becoming lace cap and a coronet of orange blossoms and was bordered with white tulle. The bride had long streamers of white ribbon caught with lily-of-the-valley. The bridal attendants were in smart frocks of pink net over pink, sleeveless, and with the three-tiered skirts, longer at the back than in the front. Wide brimmed hats of pink mohair, pretty pink parasols with pink and white floral patterns, white slippers and stockings, completed their most attractive toilettes. Following the ceremony, Mr. and Mrs. Parker, and Mrs. Somers, received with the bridegroom and bride. Mrs. Parker was very smart in a French gown of embroidered bronze net over pink with mohair hat to match, and carried pink sweet peas. Mrs. Somers was in a smart gown which was attractively gowned in mauve with hat to match and carried sweet peas. Miss Estelle Kerr, aunt of the bride, was handsome in violet georgette with wide brimmed grey mohair hat and grey shoes and stockings. A long necklace of pearls and a white fox fur were also effectively worn. The bridegroom was in a smart tuxedo, the bride in the Adirondocks furs. Mrs. Somers very charming in an attractive beige ensemble and smart felt hat to match.

Mr. and Mrs. George Blaikie, of Elm Avenue, Toronto, with their daughter, Miss Annette Blaikie, motored to Kingston on Sunday to be present at the closing exercises of the R. M. C. and for the June Ball.

Mrs. Hendrie, of the Holmstead, Hamilton, Ontario, has taken a cottage at Winona, where she will spend the summer.

Miss Betty de Pencier is again in Vancouver after spending some time in Toronto, the guest of Mrs. H. A. Richardson, and of her brother, Mr. Adam de Pencier. Miss de Pencier came to Toronto to attend the wedding of her brother, Mr. J. C. de Pencier and Miss Evelyn Richardson.

Mrs. William Hendrie, of Gateside House, Hamilton, Ontario, recently sailed to spend several weeks in London, England, with her daughter, Mrs. Ronald Cumming.

Mr. and Mrs. Philip Gilbert, of Toronto, were week-end visitors in Kingston, guests of Mrs. Gilbert's sister, Mrs. MacPhail.

Miss Elizabeth Kerr, of Toronto, who was the guest in Quebec of Miss Frances Ross of The Highlands, and of Mrs. H. H. Gibaut, has returned home.

Mrs. J. A. Strathy, of Bedford Road, Toronto, with her son-in-law and daughter, Mr. and Mrs. Foster, also of Bedford Road, left last week for Newfoundland to visit Mrs. Ouberbridge.

Toronto ladies who took part in the Horse Show riding exhibitors were Mrs. Strathearn Hay, Mrs. Harry Sifton, Mrs. Reginald Pellatt, Mrs. John McCaul, Mrs. Victor Sifton, Miss Katharine Christie, all of Toronto; Miss Ruth Cowans, of Montreal; Miss Jane Counsell, Miss Mary Moodie and Miss Elizabeth Altemus.

Madame Jeanne Dusseau, of Toronto, sailed last week for Europe in the *S. S. Albertic*.

Mr. John Westren, of Lynwood Avenue, Toronto, has re-engaged his cottage at the Royal Muskoka for the season.

Mr. and Mrs. Earl Birks, of Toronto, were in Kingston for the R. M. C. Prize Giving and closing ceremonies.

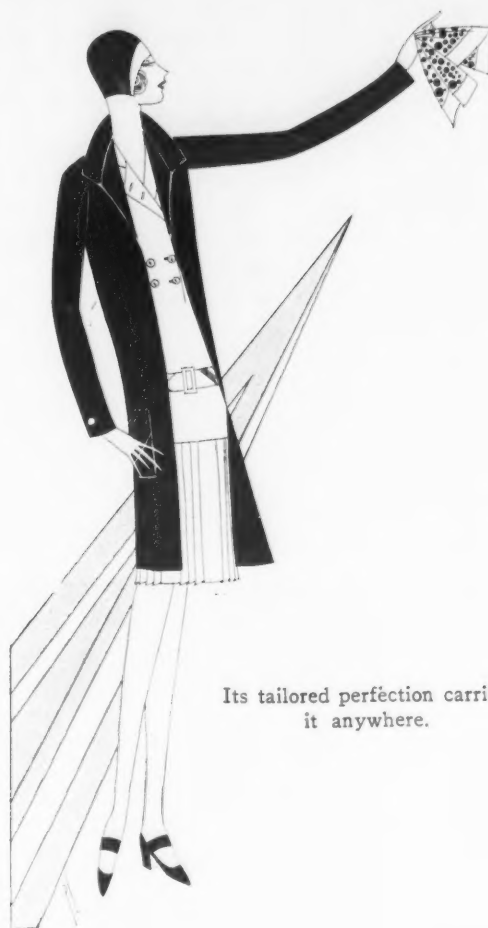
Mr. and Mrs. Marie Johnson, of Toronto, are at their Oakville residence for the summer.

Miss Elizabeth Boyd is again in Toronto after spending several months in England with her sister, Mrs. Hugh Kindersley. Mr. and Mrs. Kindersley are also in Toronto, guests of Dr. and Mrs. Geoffrey Boyd.

Mr. George Beardmore, M.F.H., of Toronto, left on Friday of last week for England.

Mr. and Mrs. A. Gordon Scott, of Lawrence Park, Toronto, have taken up temporary residence in Montreal, and will be at home at 816 Cote St. Antoine Road.

Sir Herbert Holt and Mr. E. W. Beatty, of Montreal, left for Quebec on Wednesday of last week to sail in the *S. S. Empress of Australia*, to spend several weeks in England.



Its tailored perfection carries
it anywhere.

The Sporting Coat of Velveteen

Perfect simplicity is the modish appeal of this "Golflex" Coat in black velveteen. Triangular stitching on the single patch pocket and silver-finished metal buttons on the cuffs are its effective trimming touches. At the back, rainbow tuckings radiate from the trimly mannish collar. At \$25.00.

Third Floor.

The Robert Simpson Company Limited

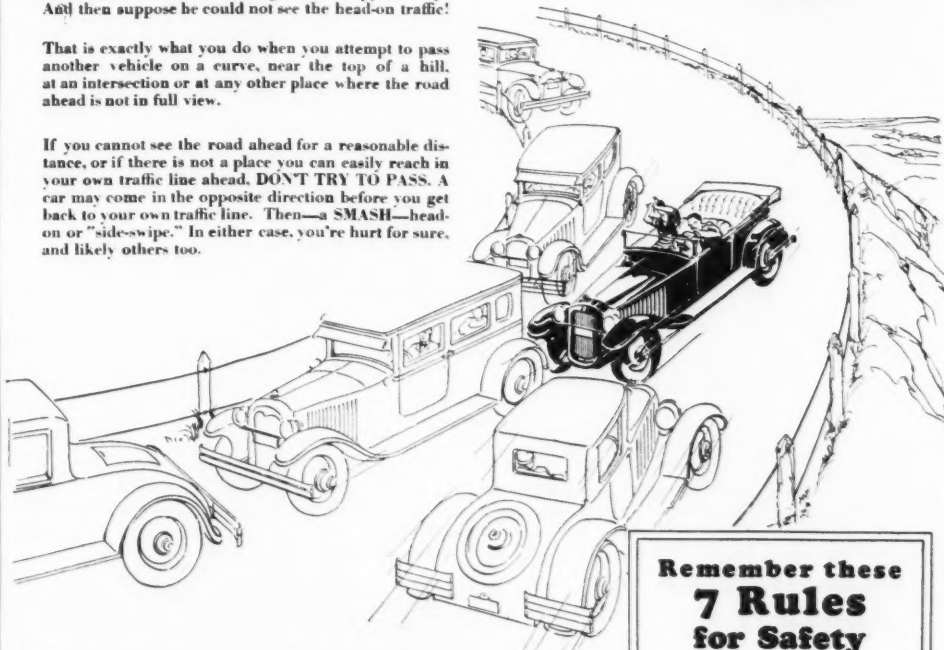
Keep in Line on Curves — Don't Try to Pass

Don't risk your life on the left side of the road when you cannot see what is coming.

WHAT would you think of a railway engineer who swerved to the rails bearing traffic the opposite way? And then suppose he could not see the head-on traffic!

That is exactly what you do when you attempt to pass another vehicle on a curve, near the top of a hill, at an intersection or at any other place where the road ahead is not in full view.

If you cannot see the road ahead for a reasonable distance, or if there is not a place you can easily reach in your own traffic line ahead, **DON'T TRY TO PASS**. A car may come in the opposite direction before you get back to your own traffic line. Then—a **SMASH**—head-on or "side-swipe." In either case, you're hurt for sure, and likely others too.



Remember these 7 Rules for Safety

- 1.** Have your car in perfect mechanical shape—particularly Brakes, Steering Gear and Headlights.
- 2.** Give your undivided attention to your driving. In passing traffic, be sure there is a place for you in the traffic line ahead.
- 3.** When other motor vehicles try to pass you—let them pass.
- 4.** In entering main streets or highways, or in approaching a railway crossing, get a clear view of the track is obstructed, stop and look.
- 5.** Don't "loaf" where traffic is heavy.
- 6.** Always signal before you slow down, stop or change your course.
- 7.** Never back up before ascertaining that the road behind is clear.

In the face of this increased traffic, the Highway Safety Committee again urges the co-operation of all motorists and pedestrians in an effort to lessen accidents. Both must become "traffic conscious"—aware of the danger which arises from inattention or failure to exercise Care, Courtesy and Common-sense. When driving or walking on streets and highways help in this movement to make Ontario's highways more safe.

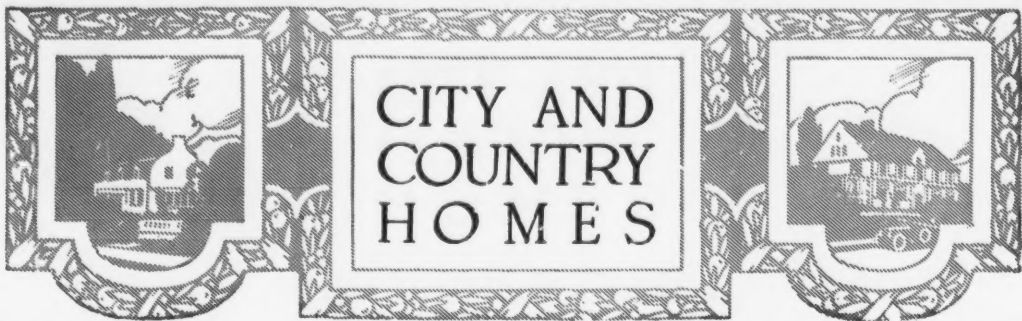
to make Ontario's highways more safe.

Highway Safety Committee

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Weston's
DIGESTIVE
Made from
an old
English Recipe
approved by
Doctors and
Dietists for
more than
50 YEARS

Building a Smokeless Fireplace

SOMEONE has said that the eighth wonder of the world is a fireplace that doesn't smoke.

It is certain that a smoky fireplace, one that fills your room with ashes and fumes, is both an annoyance and poor investment. Nine times out of 10 faulty construction is the cause.

A fireplace that throws heat into the room and the smoke up the chimney is a joy forever. It is a work of art.

Nothing more directly affects the success of your fireplace than the throat, both as to its size and direction.

If what follows about fireplace throats is somewhat technical, it is only because we want to give you accurate directions, which, if followed, should insure a fireplace that will give you the thing you want—heat in your room and not smoke.

First, let us consider the oblique surface, which we call the roof of the fireplace. This ought to carry up high enough so that the smoke can be thrown against the front arch of the fireplace. If the finish of the fireplace roof comes down to a lower level, the smoke quite certainly will be thrown out underneath the front arch, and some of it may find its way into the room.

The space between this roof of the fireplace and the front arch must be wide enough to let all the smoke out and narrow enough to hold some of the heat in. What is the proper dimension? Happily, we have a rule to guide us here.

There must be at least sufficient horizontal area in this restricted place, called the throat, to equal one-tenth the area in the front of the fireplace. Thus, if the fireplace is three feet high and four feet wide, you have 12 square feet. One-tenth of 12 square feet is 1.2 square feet, or 173 square inches. If the throat is made as wide as the fireplace is four feet wide—that is, 48 inches—you must have a little over 3½ inches for the depth of the throat to get the required 173 inches of area. Let us say again that this is the minimum. Four inches of depth would be better.

A fireplace throat works best when the fire is hot. There is not so much smoke. Then you will not need so much area in the throat. On the other hand, at the beginning of the fire, when there is a large amount of smoke and very little heat, perhaps the throat is not large enough.

More heat and less smoke at one time and more smoke and less heat at another time—just exactly the combination that do not go for the best operations of a fireplace.

Engineers have studied this problem and have devised a mechanically operated throat made of metal that can be opened more or less depending on the condition of the fire. The principle is to have a damper in this throat that can be operated from the hearth or front of the fireplace and that can be adjusted to the conditions of the fire from time to time as may be necessary.

for use with any wall-hangings which have the coloring of tapestry. The blue light brings out the soft tones of the needlework.

For any drawing-room or reception-room the lighting should be good but never glaring. With this aim in view I have amber glass shades introduced into a crystal candelabra in the centre of the room and amber glass electric bulbs fixed over the mirrors at the side of the room.

The pretty reflections given by mirrors are of great assistance in achieving good lighting effects, and in both small and large rooms two or three good mirrors are advisable for this reason.

In bedrooms a really good light is essential, and I do not advocate the use of becoming subdued lights in these rooms. I would particularly stress this point to hostesses who may think that their guest rooms look charming lit with soft rose-coloured lights—and certainly the effect is pretty—yet do not realise how maddening it is to try to "see ourselves as others see us" when we have to dress in this dim, unrevealing light. Probably we descend to dinner with far too much powder on our noses, and after a tiring day choose a gown of a color most unbecoming to us in a brighter light, just because in the kind, rose-lit glow of the bedroom we saw nothing wrong with our appearance.

Another mistake often made in bedroom-lighting is to put the illumination in the wrong place, so that no adequate light falls upon the dressing-table or upon a cheval glass. I always insist upon having a good light directly over the dressing table and another over the bed, with the switch placed within easy reach for the time when one is ready for sleep. It is a good plan to have a reading lamp or wall light placed near a cosy chair or rest couch, so one can read or sew without inconvenience when having a pre-dinner rest.

Another point I would emphasize is that of having the switches for electric light in the right place—that is, by the door. So often they are placed some way inside the room, with the result that you probably knock over something or bruise yourself against furniture while groping for the elusive light.

Carved wooden bowl-shaped lampshades lined with white silk are suspended from the ceiling in the inner hall which we use as a living room. These lampshades are copied from French designs, and, like similar shades in alabaster, diffuse the light well all over the room without giving a too glaring illumination.

In dark panelled rooms where the

Electric bulbs of amber-colored glass alight directly above the table and candles on the table. Single amber-colored lights are diffused from standards at one end of the room, and a little more light is given from illumination in front of the tapestry wall-hangings.

These lights are rather unusual. They are the ordinary type used to illuminate pictures, but they are covered with strips of blue glass. This idea could be adapted with equal effect

Models of the early Eighteenth Century, interesting to the glass lover.



Models of the early Eighteenth Century, interesting to the glass lover.

The Problem of Attractive Lighting

IT IS often necessary to have a different arrangement of lights in every room in a house, says the "Daily Mail." In the dining-room the light should be concentrated on the dining-table, the rest of the room can be as dimly illuminated as is convenient for service.

For a dinner party I usually have



XVIII GLASS
A late example of the Baluster type, 8½ inches high.

electric bulbs of amber-colored glass alight directly above the table and candles on the table. Single amber-colored lights are diffused from standards at one end of the room, and a little more light is given from illumination in front of the tapestry wall-hangings.


These lights are rather unusual. They are the ordinary type used to illuminate pictures, but they are covered with strips of blue glass. This idea could be adapted with equal effect



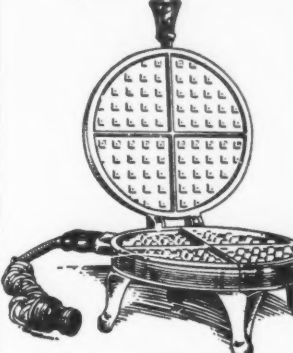
Interesting specimens of Square-face gin bottles flank the "Jerebom" which holds over three and a half gallons! The Jerebom has the dark turquoise blue shade inside the mouth which old bottle glass sometimes gets where it is thickest. The gin bottles are probably Dutch, and stand 16 inches high.

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SUPERIOR TEA
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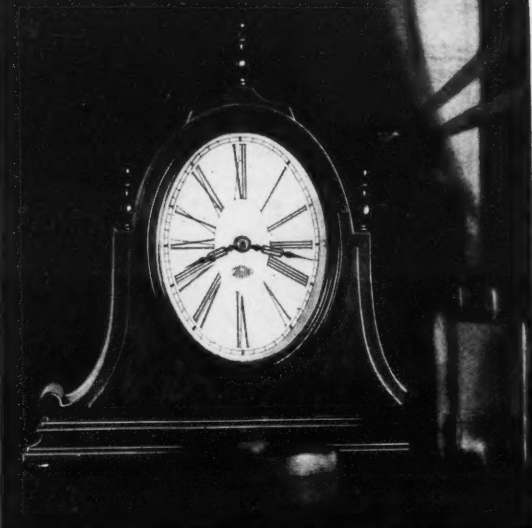
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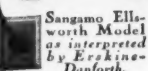


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No longer need any slow-going or overly ambitious clock in your household send you late to your engagement or waste the time you save—if a SANGAMO presides. Standard clock-movement accuracy! Automatic, light-socket winding! That is the wonderful union of precision and convenience now offered by these clocks—the joy and pride of those for 28 years pre-eminent in the making of fine electrical precision instruments.

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The modern idea is to start by *tempting* the appetite, NOT by forcing children to eat food they don't like simply because it "is good for them."

Now grain foods unlike any other known

CHILDREN think they're confections; but you know they are essential grain foods! Nearly all children who ordinarily don't take to cereals will eat this kind and love them.

Quaker Puffed Wheat (containing over 20% of bran) and Quaker Puffed Rice are different from any other cereals known. They taste different, look different — are different.

They taste like toasted nutmeats. They crunch in the mouth like crispy toast. They have a flavor so enticing and delicious that children revel in them like confections.

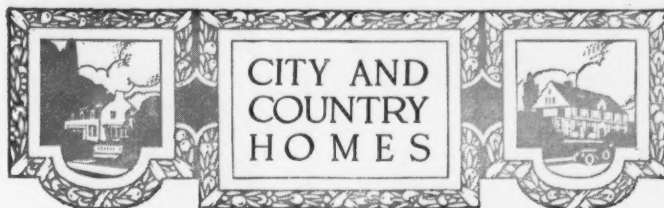
And that meets the modern ideas of diet. They start by *tempting* the appetite. And foods that tempt digest better. No more coaxing to eat cereals.

Each grain, of these unique foods, is steam puffed to 8 times normal size and oven crisped. Each food cell is thus broken to make digestion easy and assimilation quick. No other foods in all the world enjoy this steam-puffing process.

Serve with milk or half and half, and thus add further nutrition and important vitamins. Give as tid-bits between meals. Serve as the ideal children's supper; the ideal adult breakfast and luncheon; and, too, as a bed-time snack that will not interfere with restful sleep.



THE QUAKER OATS COMPANY



panelling absorbs light, brighter illumination must be used than in a room where the walls are pale-colored and throw back the rays. In fact, if the lights are too subdued the effect would be spoiled, because the beauty of the panelling and any carving there may be could not be seen. Even so, a glare must be avoided, and one or two bowl-shaped lamps in a large room strike a happy medium, as the light they diffuse is so soft and widespread.

Watering the Garden

THE easiest way to water a garden is to let the rain do it, but of course you can never depend upon

that the plant grew in London gardens in his day.

It is worthy John Gerard, possibly a friend of Shakespeare, who tells the most delightful stories of the paeony, which is not to be plucked up without danger:

Therefore a string must be fastened to it in the night, and a hungry dog tied thereto, who being allured by the smell of roasted flesh set towards him may pluck it up by the roots.

Another strange legend runs, that if any man gather the seeds in the day-time, and be seen by a woodpecker, "he is in danger to lose his eyes."



CRANFORDIA, ONE OF THE BEST BRONZE YELLOW VARIETIES.

having rain when you want it. The only safe plan is to be ready to make your own, so to speak, with a good sprinkling or overhead irrigation system connected with the regular piped water supply of the house. These devices distribute the drops evenly and no faster than the ground can absorb them—important points, for flooding is likely to wash out small plants, spatter mud on blossoms and foliage, and result in subsequent caking of the surface soil.

Rambler Roses, Wisteria and indeed all kinds of climbers are making rapid growth at this time and will get out of bounds unless you watch them. It will be easier and more satisfactory to keep them trained in the way they should go than to wait until they have formed confused masses and then try to straighten them out. A tie in times saves at least nine later on.

By this time the coldframes are through with their job of turning out young plants for setting in the vegetable garden or flower sections, and as a rule they drop very much into the background until the passing of another winter brings them to mind again. Only here and there is to be found a wise gardener who keeps the frames at work the year around.

There is no better place than a shaded coldframe for sowing and growing perennial seeds and for striking cuttings. A screen of laths or of cheese-cloth stretched on a frame securely raised a couple of feet above the open frame, will let in air and sufficient light without subjecting the young plants to scorching sunlight.

King of Flowers

THE flaming paeony of these high days of Spring is connected with a curious Shakespearean puzzle. Was this plant named in the speech of Irls in the Tempest (Act. iv., scene i.) in the curious line: "Thy banks with plonied and lillied brims"? (It is sometimes printed as "with plonied and twilled brims," and the word "twilled" is translated as "adorned with cup-like water-flowers"). Some suppose that the word "plonied" meant "digged," and it had this now obsolete meaning, surviving in "pioneer," formerly signifying a digger, as in the lines in Hamlet: "Well said, old mole, canst work in the earth so fast? A worthy pioneer."

But other authorities think that the word, taken in conjunction with lillies, and the context as to April becomming the banks to make crowns for nymphs, may safely be assumed to mean the paeony. We know from John Gerard's "Herbal"

THE MANDRAKE OR MAY APPLE
A remarkable photograph showing the successive stages in growth, from the plant bundle wrapped in its sheath to the unfolded umbrellae. Curiously the bud appears first from the sheath but hangs hidden under the umbrellae roof for many days before bursting into bloom.

—Photo by Grace Fraser Malkin



Well-Nourished Trees Seldom Die

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BUT Nature exacts her toll when neglect and inefficiency run riot. Many an estate has lost its original beauty and intrinsic value through the disintegration of its woodland wealth. Tree after tree literally starved to death because of unnatural conditions that could have been remedied. Do any of your trees look sick or impoverished? Do you value them highly enough to want them restored to their natural vigor and grandeur?

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They will diagnose and treat scientifically any trees on your estate that require attention. You can absolutely rely on them not to experiment with your money. They are trained to know whether a tree can be saved or not. They will do only that kind and quantity of work that will represent real value to you.

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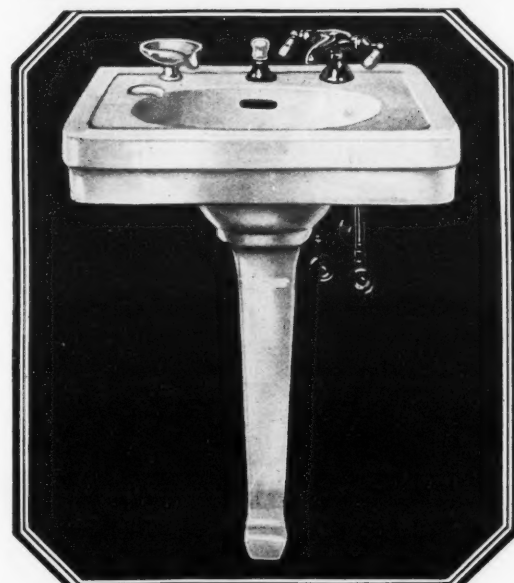
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The marriage of Jean Holloway, daughter of Mr. and Mrs. A. F. C. Ross, Braemar, Braeside Place, Montreal, to Mr. Duncan Charles Allan McEachran, son of the late Dr. Chas. McEachran and of Mrs. McEachran, took place on Thursday afternoon of last week, June 14, at the Church of St. Andrew and St. Paul. The Rev. W. J. Clark, D.D., and the Rev. Geo. Geo. H. Donald, D.D., officiated. The church was decorated with palms and masses of white lilac with pink Darwin tulips, palms and white peonies. Mr. Ross gave his daughter away. She was attended by her sister, Miss Dorothy Ross, as maid of honor, and by Miss Meredith Ross, another sister, Miss Sheila McEachran, sister of the bridegroom, Miss Allen Ross, cousin of the bride, Miss Jean Robertson and Miss Marguerite Starke as bridesmaids. Mr. Ivan L. Ibbotson acted as best man for Mr. McEachran, and the ushers were Mr. Arthur Evans, Mr. James Routledge, Mr. Donald Cleghorn, Mr. Herbert Bogert and Mr. Matthew Ibbotson. The bride wore a gown of ivory satin made in princess style, the long train fashioned in one with the dress, having a deep band of rose point lace set in in scallops. Her veil was simply arranged with a band of rose point lace and tiny wreath of orange blossoms across the back. She wore white satin shoes with seed pearl buckles, and carried a bouquet of lily-of-the-valley and gardenias. Her only ornament was a diamond and platinum pendant, the gift of the bridegroom. The bridesmaids were gowned alike in apple green chiffon made in period style with green taffeta leaves on the skirt and lace boleros with close fitting sleeves. They wore large hats of marguerite straw trimmed with velvet and satin ribbon and brilliant pins, the gift of the bride. Their shoes were green moire with brilliant buckles. They carried bouquets of pink snapdragons, mauve larkspur and yellow daisies, also bags of green and gold kid to match their dresses, gifts of the bridegroom. Mrs. Ross, mother of the bride, was gowned in powder blue chiffon, and Spanish lace with scarf to match, blue moire shoes, and a large hat of crinoline with satin and metallic ribbon. She carried sweet peas in variegated shades. Mrs. McEachran, mother of the bridegroom, wore a gown of black lace, a hat of black lace and maline straw, and carried yellow roses. Mrs. John A. Ross, sister-in-law of the bride, wore a dress of *bois de rose* georgette with lace, and a hat of mohair and felt to match. After the ceremony a reception was held at Braemar, where Mrs. Ross and the bridal party received under a marquee on the terrace, which was decorated with palms, white peonies and lilac. Later Mr. McEachran and his bride left for a motor trip. The bride went away in a gown of printed georgette with navy blue crepe de chine and a coat to match, blue straw hat, blue lizard skin shoes and carried a bag to match. Among the guests invited were: Mr. and Mrs. John Alistair Ross, Master A. F. C. Ross, Miss Isabel Tanner, Mrs. Charles McEachran, Mr. Hugh McEachran, Mr. and Mrs. P. D. Ross, of Ottawa; Brig.-Gen. and Mrs. J. G. Ross, Mr. and Mrs. W. G. Ross, Dr. John W. Ross, L.L.D., and Mrs. Ross, Miss C. M. Ross, Miss Phyllis Ross, Mr. Gillies Ross, Mr. Howard Ross, Mr. Jack Ross, Mrs. W. S. Louison of New York, Mr. and Mrs. S. Ross Campbell, Mr. and Mrs. E. P. Christian, Mr. and Mrs. P. S. Ross, Mr. and Mrs. Harry Newman, Mr. and Mrs. H. MacD. Brown, Miss Betty Brown, Mr. and Mrs. Harold Soper, Mr. and Mrs. Eric B. Finley, Mr. and Mrs. George S. Wait, Mr. Evelyn Wait, Mr. Eric Wait, Mr. Allan Wait, Miss Florence Overton, Sir Montagu and Lady Allan, Miss Martha Allan, Sir Vincent and Lady Meredith, Miss Allan, Mrs. James Routledge, Mrs. Colin Campbell, Mrs. J. F. Wilson, Mrs. Andrew Allan, Mrs. J. S. Allan, Miss Marjorie Allan, Mr. Hugh A. Allan, Mrs. Bryce Allan of Allambank, Beverley, Mass.; Mr. Andrew H. Allan, Mrs. Applegath, Mrs. Wm. Alport, of London, England; Mrs. Duncan McEachran, Lord and Lady Atholstan, Lady Hickson, Lady Hood, Sir Arthur and Lady Currie, Miss Marjorie Currie, Mr. and Hon. Mrs. B. M. Hallward, Mrs. Baumgarten, Mrs. Lisant Beardmore, Mr. James Bell, Mr. and Mrs. J. W. Cook, Mr. and Mrs. G. W. Cook, Dr. and Mrs. George Armstrong, Mr. and Mrs. Robert Adair, Dr. and Mrs. D. H. Ballon, Mr. and Mrs. W. M. Birks, Lieut.-Col. Gerald W. Birks, Dr. and Mrs. H. S. Birkett, Mr. and Mrs. M. S. Bogert, Mr. and Mrs. J. Alex. Cameron, Miss Margaret Cameron, Mr. and Mrs. Percy Cowans, Mr. Russell Cowans, Mr. and Mrs. J. R. Cowans and Miss Eleanor Cowans, Mr. and Mrs. George Caverhill, Miss Dow, Mr. and Mrs. R. J. Dawes, Mr. and Mrs. C. B. Esdaille, Miss Esdaille, Mr. A. B. Evans, Hon. Mr. Justice C. A. Duclos and Mrs. Duclos, Hon. Justice R. A. E. Greenshields and Mrs. Greenshields, Mr. and Mrs. Chas. Gurd, Miss Gurd, Lieut.-Col. and Mrs. William Grant, Mr. and Mrs. W. C. Hodgson, Mr. and Mrs. C. J. Hodgson, Mr. and Mrs. C. A. Hodgson, Mrs. T. E. Hodgson, Mrs. Geo. Hooper, Mr. and Mrs. Harold Hampson, Lieut.-Col. and Mrs. J. E. Hutcheson, Mr. and Mrs. J. C. King, Mr. and Mrs. Arthur Lyman, Mr. and Mrs. Alan Law, Mr. and Mrs. T. B. Macaulay, Mr. and Mrs. W. R. Miller, Mr. and Mrs. Purvis McDougall, Mr. and Mrs. F. W. Molson, Mr. and Mrs. C. H. McFarlane, Mr. and Mrs. E. E. MacDougall, Brig.-Gen. G. E. McCuaig, Mr. and Mrs. J. W. McConnell, Lieut.-Col. and Mrs. Herbert Molson, Mr. and Mrs. W. O'Brien, Mr. and Mrs. A. E. Ogilvie, Miss Helen Ogilvie, Lieut.-Col. and Mrs. Gavin Ogilvie, Mr. and Mrs. Alex. Paterson, Mr. and Mrs. Ward Pitfield, Mr. Hugh Paton, Mr. and Mrs. G. W. Scott, Lieut.-Col. and Mrs. R. Starke, Mrs. George Starke, Mr. and Mrs. L. McI. Spackman, Mrs. Frank Stephen, Miss Elspeth Stephen, Mr. and Mrs. D. S. Thornton, Mr. Robert Thornton, Mr. and Mrs. Murray E. Williams, Mr. and Mrs. F. H. Wilson, Hon. Lorne C. and Mrs. Webster, Mr. and Mrs. P. C. Walters.

Mrs. J. R. S. McLennan, of Montreal, sailed recently in the *S. S. Albert* for Europe, where she will spend the summer with her daughters, the Misses Mary and Martha McLennan, who have been at school in Paris.

LET'S BE CONSISTENT

THE age of curves and pastels, elegant leisure and romantic sentiment, gilt and plush, hand-coloured art and hand-powered craft, is over.

The age of speed and steel, colour and energy, thrust and drive, clamour and climax, is here.

Let's be consistent with our age.

It is melancholy to live in the past and injudicious to live in the future. But it is exceedingly interesting to live in the modernistic present.

The modernistic lies all about you. It is expressed in costume and decoration, architecture and industry. You can't avoid seeing it. You can't even escape admiring it. And in the Ryrie-Birks store you will find it expressed in a number of fascinating ways, notably in the matter of costume jewellery, which reveals, in a wide and interesting variety of designs, departures from the old and excursions into the new.

You are cordially invited to come to the Ryrie-Birks store and inspect it for yourself.

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- ... they're all part of the day's travel when you spend a motoring holiday in Nova Scotia.

Explore with your family delightful sea-side highways—down the picturesque coast and through the pastoral and woodland beauties of the Ocean Playground. Stop for a round of golf on fairways like green velvet; surf-bathe on sandy beaches; try for a swordfish or a tuna; yacht on the famous bays of Chester, Halifax, Shelburne; paddle and fish on a network of unspoiled lakes and streams; take your car across to Cape Breton—motor around love-

ly Bras d'Or Lake and thrill to the grandeur of the Atlantic-swept coast. Everywhere are cosy inns to make you welcome. Cool nights and sea air bring refreshing sleep. Here's a holiday you'll not soon forget—one to put sparkle in your eye and tan on your cheek... Come! Motor down the scenic St. Lawrence or take one of the trains of either the C.N.R. or C.P.R. from Montreal—excellent railway service.

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Desirable dishes for Little Ones

PROVIDING savory dishes to please adults and yet suit the needs of the little ones is a constant problem. It can be largely solved with the aid of Cox's Gelatine Recipe Booklet, which gives simple, nourishing, tasty recipes for salads, savories, puddings, jellies, ice creams, and candies. Incidentally, many of the recipes are unusually economical in that they show how to prepare dainty dishes from "left-overs". For your free copy address The Cox Gelatine Co., Limited, Dept. F, P.O. Box 73, Montreal.

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in the country home is the piece of pipe that carries water from a Fairbanks-Morse Water System to the kitchen sink!

To enjoy a peaceful pipe after your better half has carried water all Saturday A.M. announce that you've ordered a

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Write The Borden Co. Limited, Montreal, for Feeding Chart, Baby Welfare Booklet and Best Baby Book.

Borden's
EAGLE BRAND
CONDENSED MILK

The Onlooker in London

(Continued from page 30)
I have admired for years and never met until I came out to see the War—a fellow writer. He is a journalist let loose. At the outbreak of the war my guide dyed his hair to conceal its tell-tale silver, and having been laughed to scorn by the ordinary recruiting people, enlisted in the Sportsmen's Battalion. He was wounded, and then the authorities discovered that he was likely to be of more use with a commission, and drew him, in spite of considerable resistance out of the fir-

duced as film plays. It was while playing with Sir Henry Irving that Sir Arthur Pinero turned his attention to writing for the stage, in order to improve his financial position. His first reward was a set of shirt studs, and for his second effort he had £5. Afterwards he wrote a play which brought him in £200 a year, and then came dramatic fame and wealth.

Wreaths for Gilbert

THERE was a pleasing incident on the Victoria Embankment on Tuesday when a venerable lady alighted



THE DUCHESS OF YORK ON HER WAY TO OPEN A CHILD HAVEN AT HUTTON, NEAR BRENTWOOD.

ing line, to which he always returns when he can get a visitor to take up with him as an excuse. He now stood up, fairly high and clear, explaining casually that the Germans were no longer firing, and showed me the points of interest. The subject of this thumbnail sketch was Mr. C. E. Montague, the novelist and journalist, who died this week. When the war broke out Mr. Montague was forty-seven, chief leader writer on the *Manchester Guardian*, and especially brilliant at dramatic criticism. For all that he was a great athlete he was the shyest and most retiring of men, sensitive almost to nervousness. Yet within a few months, having shaved his white moustache and dyed his whitened hair, Sergeant Montague—as he quickly became in spite of recruiting obstructions—was making a name in the trenches as a daring manipulator of Mills bombs.

Playwriting at 73

SIR ARTHUR WING PINERO spent his seventy-third birthday writing hard. He has a new play in hand, and he decided to spend the anniversary on it. His one-act play, "The Private Room," is the outstanding success of the Grand Guignol programme at the Little Theatre. It is an example of perfect stage technique, and overshadows the other plays in the bill. Sir Arthur, however, has had little public notice since "The Enchanted Cottage" was produced in 1922. Only moderate success attended it in London, though it has since been made a popular American film. Sir Arthur has not been inactive in the last six years, and only recently he admitted that there are several new plays of his awaiting production. His plays "The Second Mrs. Tanqueray," "Iris," and "His House in Order" have just been repro-

The low man seeks a little thing to do,
Sees it and does it;
That high man, with a great thing to pursue,
Dies ere he knows it.

—Robert Browning.

Our schools seem to afford a convenient experimenting ground for all sorts of stunt-mongers.

—R. J. Anderson.



MISS MARY BEATTY UNWIN
Daughter of Mr. and Mrs. Robert S. Unwin, whose engagement to Mr. Eric W. Chapman, son of Mrs. Chapman and the late Rev. Arthur Chapman, has been announced. The marriage takes place at the end of the month.
—Photo by Ashley & Crippen.



THAT SMILE, so brief, has been captured by the camera and will endure for a lifetime. That youngster will live to smile back at his baby photograph and perhaps compare it with youngsters of his own.

Children grow up—but photographs don't. Keep records as they grow.

At our studio we have a special camera room for children where we can catch the most fleeting expressions

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KELVINATOR is the oldest electric refrigerator for the home. The first Kelvinator ever installed (in 1915) is still "giving wonderful service." That is remarkable proof of Kelvinator's long life and reliability. But what does it cost to run?

The experience of owners

The best answer is the experience of Kelvinator owners. Here are a few typical extracts from thousands of enthusiastic letters in our files:

- (1) "My Kelvinator never averages higher than 45¢ per month."
- (2) "... and as far as my electric bills each month are concerned, I have never been able to notice any difference."
- (3) "The cost of electric current necessary to operate my Kelvinator is so small that it is not noticeable in our electric bills."

The actual cost of operation will vary, of course, with the size of refrigerator, its location in the house and with local rates for electricity. But the important point is that Kelvinators have been in service for nearly 14 years; their economy is proved and their value demonstrated.

Cold that keeps

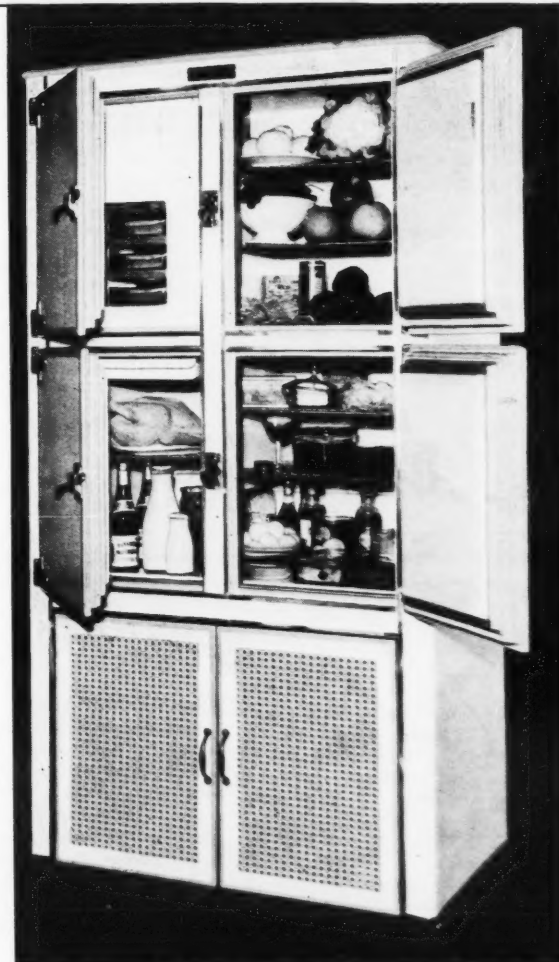
Not only is Kelvinator long-lived and exceedingly economical to operate, but it brings a new sense of security about foods. Kelvinator is a trusted safeguard of your family's health. Kelvinator eliminates all doubt as to the preservation of food. Milk and cream stay sweet day after day. Meats, fruits and vegetables keep fresh, delicious and wholesome. Pure ice cubes, desserts and salads are frozen as you wish.

A Kelvinator cooling unit can quickly and easily turn your present ice-box into an electric refrigerator or you may purchase a complete Kelvinator Electric Refrigerator, ready to run, in any size or finish you desire. Either type may be purchased outright or on time.

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Study the features of Kelvinator in the privacy of the home. When you know the facts go see your nearest Kelvinator representative. Just fill out and mail the coupon below for "The Kelvinator Book" and the name of a Kelvinator showroom near you. Please understand this involves no obligation to buy whatsoever. Kelvinator of Canada, Ltd., London, Ontario.

* The names and addresses of these Canadian Kelvinator owners will be furnished on request.



KELVINATOR MODEL 0866. Food storage space equal to a shelf one foot wide and nearly fifteen feet long. Heavy, easily cleaned white porcelain, inside and out. Striking trimmings in French gray.

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The marriage took place at four o'clock on Tuesday, June 12, at the Church of St. Andrew and St. Paul, Montreal, of Miss Elizabeth Olive Dawes, daughter of Mr. and Mrs. Norman J. Dawes, to Mr. Ernest Le Messurier, of Montreal, son of Mr. and Mrs. Thomas Le Messurier, of Vancouver. The Rev. G. H. Donald officiated. The church decorations were carried out with quantities of pink peonies, white lilacs, palms and ferns, and five arches of pink peonies, white lilac and greenery were arranged at intervals in the main aisle, the intervening pews being marked with bunches of lilac and peonies. Palms, ferns and pink peonies banked the windows and pillars and standards of peonies and lilac grouped with palms and ferns were ranged at the sides of the entrance to the chancel. Mr. Dawes gave his daughter away. She was attended by her sister, Miss Constance Dawes, as maid-of-honor, and Miss Clara Le Messurier, of Vancouver, sister of the bridegroom, Mrs. John H. Price, of Quebec; Mrs. F. S. Molson, Mrs. Kenneth G. Mappin, Mrs. David Wanklyn, and Miss Patricia Dawes and Miss Margaret Dawes, both sisters of the bride. Mr. George B. Foster acted

as best man, and the ushers were Mr. William Sutherland, Mr. Clifton Dawes, brother of the bride; Mr. Lawson Williams, Mr. G. F. Benson, Jr., Mr. W. D. Benson, Mrs. W. R. G. Holt and Mr. F. Stuart Molson. The bride wore a gown of ivory white satin, simply made, the skirt draped in front and the bodice with a V neck, having long, tight-fitting sleeves. The court train of satin outlined with seed pearl embroidery was lined and bordered with tulle. Her veil of Brussels point lace over tulle fell from a coronet of rosepoint lace caught at the back of her head with a band of tiny orange blossoms and a tulle veil was worn over her face. She carried a shower bouquet of white gardenias and lilies-of-the-valley, her only ornaments being a string of pearls and a diamond



MRS. PHILIP PIERCE HALLS
Before her recent marriage Miss Charlotte Dutton, daughter of Mr. and Mrs. W. P. Dutton, of Harrow Street, Winnipeg.
—Photo by Campbell Studio.

and platinum brooch. The maid of honor wore a gown of pale green *mousseline de soie*. A wide sash of the same material was caught with chrysanthemums of yellow *mousseline de soie*. Her picture hat was of yellow Bengal straw, and she wore satin shoes of the same shade. The bridesmaids were gowned alike in frocks of pale yellow *mousseline de soie*. They wore picture hats of green Bengal straw and satin shoes of the same shade. All eight attendants carried sheaf bouquets of deep salmon pink gladioli and sweet peas tied with green silverine ribbon. Mrs. Dawes, mother of the bride, wore an ensemble of leaf green georgette and lace, the gown having a georgette skirt and lace bodice worn under a long coat of tuckered green georgette, with picture hat of straw to match her gown. She carried yellow roses. Mrs. Le Messurier, of Vancouver, mother of the bridegroom, wore a gown of black lace, a black straw hat, a feather box and carried red roses. Other relatives attending were Mrs. Clifton Dawes, who wore a frock of cornflower blue crepe de chine with a kasha coat and a felt hat to match; Mrs. K. T. Dawes, in a gown of bisque batiste and lace, with a Maline hat of the same shade; Mrs. Sidney Dawes, gowned in fawn georgette with

their honeymoon abroad. For travelling, the bride wore an embroidered frock of fawn georgette under a cape coat trimmed with beige fox fur, and a bangkok hat to match.

A most enjoyable ball was given at Government House, Ottawa, by the Governor-General and the Viscountess Willingdon on Tuesday night of last week when over a thousand guests were present. Following the arrival of Their Excellencies attended by the members of the Vice-Regal staff the guests were presented as they stood on the dais at one end of the ball-room the house guests standing at one side of the dais. The rooms were decorated with quantities of flowers and an orchestra stationed in the alcove near the ball-room supplied the music for the dancers. Supper was served in the Raquet Court and dining room and the grounds were lighted attractively with Chinese lanterns.

Sir Charles and Lady Gordon, of Montreal, sailed last Friday in the *S. S. Alania* for Europe.

Count and Countess de Bury and Miss Joan de Bury returned to Quebec from Europe on Wednesday of last week.

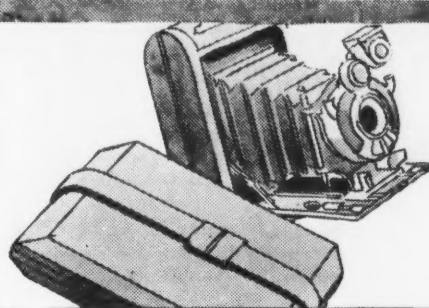
Mrs. L. H. Hebert, Miss Magdeleine Hebert and Mrs. J. E. Perrault, of Montreal, were presented to Their Majesties, King George and Queen Mary, at Buckingham Palace, London, England, at the June Court held on Tuesday, June 12.

The Right Hon. Sir Robert Borden and Lady Borden, Mr. Gordon Edwards, M.P., and Mrs. Edwards, Mrs. F. F. Peabody, of Santa Barbara, California, and Col. and Mrs. H. Cosgrove were luncheon guests of the Governor-General and the Viscountess Willingdon at Government House, Ottawa, on Tuesday of last week.

Miss Eva Gautier, of Ottawa, who was presented at the June Court held by Their Majesties at Buckingham Palace, on Tuesday of last week, wore a gown of white and silver lame embroidered with pearls and rhinestones. The court train was of white satin embroidered with rhinestones and pearls, lined with pale apple-green velvet. Jewels, diamonds and emeralds.

Following the Le Messurier-Dawes wedding which took place in the Church of St. Andrew and St. Paul, Montreal, on Tuesday of last week, the bridesmaids were entertained at a dinner at the Mount Royal Club, by the best man and ushers, this being followed by an informal dance at the residence of Mr. and Mrs. Norman J. Dawes, on Pine avenue, west, when about fifty young people were present.

Among Ottawa ladies presented at Their Majesties' June Court, on Tuesday of last week were Madame Lapointe, wife of the Hon. Ernest Lapointe, Minister of Justice, Miss Odette Lapointe, Mrs. Sutherland Brown, Miss William Pugsley, Miss Barbara Greene, and Mrs. Norman Anderson, the latter wearing a period gown of cream ring velvet with gold embroidery and a train of the same material embroidered in gold and lined with gold tissue.



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